

**DOWN AND OUT
IN BEVERLY HILLS**

**HANNAH AND
HER SISTERS**

MAD

IND

®

GARBAGE PAIL ISSUE

No.
265
Sept.
1986

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Disgusting!



NAUSEATING NEUMAN



THE HEAVY-WAIT IS OVER!



ON SALE NOW WHEREVER LOW BLOWS ARE DELIVERED! GO FOR IT!
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MAD

"Only in America could a letter that offers a prize of two million dollars be regarded as junk mail!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

FRONT AND BACK COVER IDEAS BY THE EDITORS

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Printed in U.S.A.

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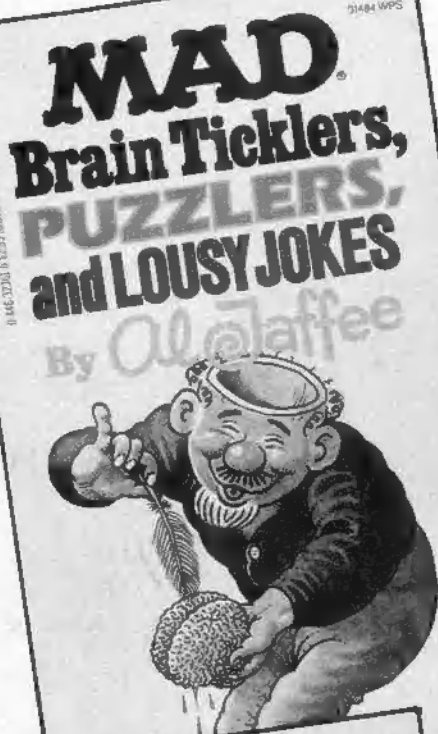
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(A MAD MOVIE SATIRE)
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**MAD
SETS A NEW
DOUBLE SUBSTANDARD!**
First, this all new book from our
Secretary Of The Inferior, Al Jaffee...



**MONU-
MENTALLY
MAD**
#72

Then, MAD scales to new depths
in this anthology... On sale exclusively
at a mediocre bookstore near you!

LETTERS AND TOMATOES DEPT.



GOLDEN GIRLS

The "Golden Girls" is one of my favorite TV shows and your satire has certainly added a few new WRINKLES to my enjoyment of it!

John Meeks,
San Angelo, TX

Just reading 'The Olden Girls' made me age twenty years!

Loren Keller
Muscatine, IA

READER'S REVENGE

Your "Consumer Revenge Bills" did not work. I'll see you in court!

Dave Scheinblum
Park City, UT

BIBLE BELTS

I remember reading MAD as a youth, it was just dumb, clean fun. However, my teenage son brought the Fall 1985 Super Special home recently and it thoroughly stunned me. The language was atrocious. There is a severe penalty to be paid for using God's name in vain. Exodus 20:7 states "...the Lord will not leave him unpunished who takes his name in vain."

I have asked my children not to buy or read MAD. When I explained what was contained within the covers, as young Christians they were very agreeable. I will also contact my local library and ask them not to allow children under 18 to check MAD out.

I feel MAD will have a direct adverse effect on any person, young or old, who reads it. Today's children have enough trouble growing up without the influence of MAD. I have often wondered why young people openly curse as they do. I now realize that because of low-life scum like MAD, they think this is acceptable behavior.

I have enclosed a copy of the New Testament Bible which I hope you will read. I pray you will review your publication standards and change your attitude.

(Mrs.) Linda M. Houk
Hawthorne, FL

Amen.—Ed.

BILL TO A MAGAZINE PUBLISHER

To: William Gaines, Publisher of MAD

From: Mike Lowe, Address Unknown

Psychiatric Care To Date.....\$11,289.38

Cost Of Education Wasted.....\$64,319.12

Barf Bags.....\$78.54

Total Charges.....\$75,687.04

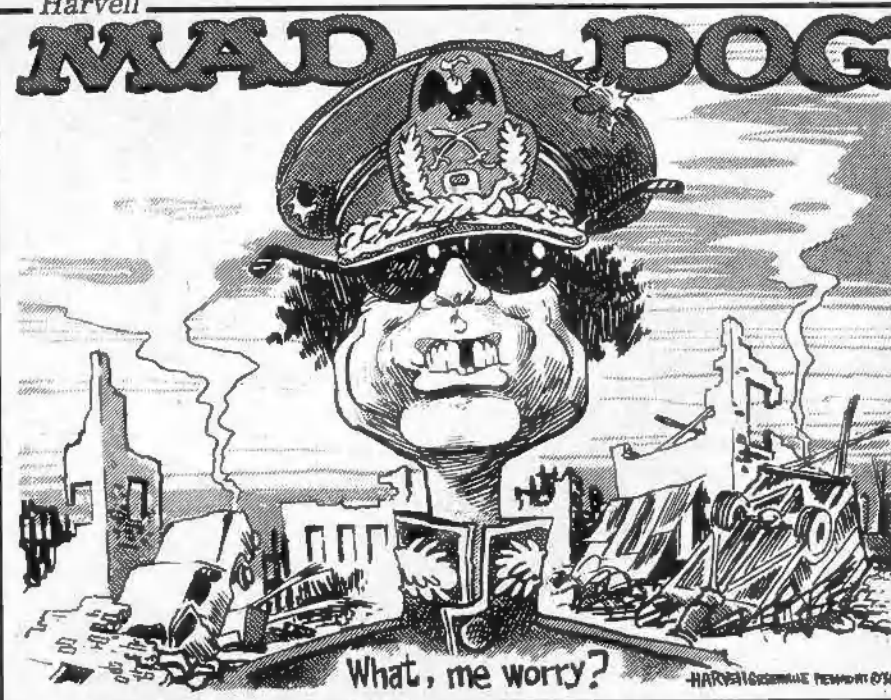
Total Cost Of Magazine.....\$1.35

Balance Owed YOU () ME (X).....\$75,685.69

CHEAP!



Harvell



Russel Howze of Travelers Rest, SC sent us this editorial cartoon which recently appeared in the Greenville Piedmont News.

MOVIE VIOLATIONS

The *real* "Fools Of The Nile" are Dick DeBartolo and Mort Drucker!

Melissa Bradley
Mill Creek, IN

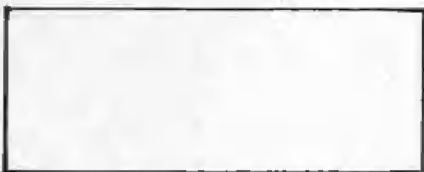
Remember what happened to people in "Young Sherlock Holmes"? They got hit by blow darts and began to hallucinate. Well, when I read your satire all I got was a pain in the neck!

C. Dexter Haven
Philadelphia, PA

DOTS ALL FOLKS

I loved your "MAD Dots" in issue #263. Here's one you forgot: An Overhead View Of All The People Who Actually Like MAD!

Kalman P. Torch
Monsey, NY



We're missing your Points.—Ed.

MAD MINUTE UPDATE

Here's something you least expected. A MAD MINUTE update! The MAD MINUTE is now entering its third year. What are MAD MINUTES? They are 60-second bits of silliness badly written and poorly performed by long time MAD writer, Dick DeBartolo. We don't expect much from Dick and he never disappoints us. The MAD MINUTES are sent free to 120 DJ's across the country and are heard on 130 Armed Forces Radio Stations around the world. (Yes, OUR Armed Forces!) If you know a local radio station DJ, or a college radio station DJ who would like to receive the MAD MINUTES (nine MAD MINUTES are sent out every seven weeks), have them drop us a line on station stationery and we'll do the rest. Send requests to:

The MAD MINUTES
MAD Magazine
485 MADison Avenue
New York, NY 10022

UNEXPECTED GAINES

Regarding MAD #263, all I have to say is, what's wrong with you people? Do you realize that William Gaines' face appears at least three, count 'em, three times in that magazine? Please, next time place a warning label on the cover, if not for the sanity of your readers, for the sake of the reading environment. I beg of you!

Pascal Boucher
Montreal, Canada

Is that man's ego as big as his stomach? Please, no more pictures of Bill Gaines in MAD!!

Laura Elizabeth Bucci
Madison, WI

Please Address All Correspondence To:
MAD, Dept. 265, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed damp envelope.

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KNOCK ON WOODY DEPT.

I'm **Woody Allen!** I'd like to introduce you to my **latest film!** I'm very proud of it—it's **new**, it's **different!** Like for instance, even though it's the 14th consecutive film in which I've played a **total neurotic**, this is the **first time** there are **other neurotics** in even **worse shape** than **me**, mainly...



HENNA HER

(OR: "PLAY ANNIE HALL'S

I'm **Henna**, and these are my **two sisters**, **Hollow** and **Loose!** Welcome to our hip, contemporary, utterly **Nouveau York** Thanksgiving dinner! **Let's get started!**

Okay, I'll start with **neurosis** and **guilt!**

Who wants some **angst** and **despair?**

Please pass me a **double helping** of **latching!** And make sure you **lean all over me** when you serve it!

Thank you for the **blessings** we're about to receive—the **turkey**, the **stuffing**, the **cranberries**, and the **one-liners** about **Franz Kafka**, **Nazis**, and **psychoanalysis!**



Listen, everyone—Melissa just said her **very first word!** Say it again, Melissa!

Depression!

Isn't she just **darling!**

ARTIST: MORT DRUCKER

NA AND SICKOS

MANHATTAN MEMORIES AGAIN, SAM!"



Can I make a wish?

If it's appropriate...

I wish for world peace!

That won't do...

Okay, how's this—I wish to attend a Gestalt Therapy summer camp so I can work through my anxiety crisis!

That's much better, dear!

This is a veritable masterpiece! Woody has certainly grown as a filmmaker!

What brilliant touches! Instead of Gershwin music, he's using Rodgers and Hart! And instead of Diane Keaton talking in overlapping dialogue, he has Mia Farrow doing it!



HOW AM I DOIN'?

I ♥ TO HATE NY.

He shows real maturity as a Director since "Manhattan" and "Stardust Memories"!

Right! Woody's finally learned where to buy color film!

WRITER: DEBBEE OVITZ

You missed a really terrific Thanksgiving, Heimlich!

I can't be bothered with such frivolous nonsense—I'm getting ready for an important engagement next weekend!

Oh? A new gallery showing of your work?

No, I'm entered in the All-City Brooding Tournament! I'm seeded third!

Level with me, Doctor! It's a brain tumor, isn't it?

Murk, you are a world class hypochondriac! It's just a minor hearing loss! Injured your ear lately?

Well, yes... I did bang my ear against the side of the oven...

What were you doing, baking a pie?

No, attempting suicide! I was sure I had a brain tumor!

My new career as a caterer is fizzling—nobody's even touched my chopped liver mold of Sigmund Freud!

I would have devoured it if it was in the shape of Frank Lloyd Wright! You see, I'm an attractive architect by profession, and a cultural snob socially! Let me whisk you two lovely creatures away from the world of herring and cheese puffs to the world of unbridled passion!

STANISLOBSKY CATERING co.

This is it? This is your idea of unbridled passion—looking at the Chrysler Building, the Williamsburg Bridge, and the World Trade Center?

We're two horny gals, and you take us on a "Wide World of Concrete" tour?

Hey, don't blame me, I didn't write this scene! Woody is horny for anything and everything about New York City! I understand his next film has a romantic tour of all the "Spaldeens" lost in Brooklyn sewers in the summer of '56!

Leah, I am weak with desire for you!

Elliyup, you're such a nervous wimp! Why can't you be more like you were in your other movies?

Like the sexy charmer in "Alfie"?

Even like the maniac in "Dressed To Kill" would be an improvement!

SCIENCE FICTION

BALANCED BUDGET
EQUAL TAXATION
PEACE IN THE
MIDDLE EAST

I'm afraid this doesn't look too good!

I knew it! That must be my brain scan! I'm dying!

These are box office results of your films in areas outside of New York and L. A.! You're not dying—your movies are!

But I've got a tumor the size of a basketball! The Knicks were practicing slam-dunking with my head!



Look, you're tense!
You need something to
take your mind off
today's problems!
I'm **prescribing** a
flashback so you can
deal with **yesterday's**
problems...

Good news—
these
fertility
tests
indicate
you can't
have any
children!

Why
is
that
"good
news"?

That means
there will
be **one less**
bouncing
baby
neurotic
brought into
the world!

Considering how you're a
close friend and how I've
managed to use you in most
of my pictures **despite** your
sagging career, you gotta
do me this **favor** and become
the father of my child! No
physical contact, of course...

Gee, Murky,
I don't
know...
it's all
so **cold**,
clinical,
unromantic...

You want
romance?
Take the
test
tube
out for a
candlelight
dinner!



That's **terrific**
news, Murky!
The lab tests
proved **negative!**
You're not
going to die!

Right! And my
brush with death
gives me a chance
to do a **"search**
for the meaning of
life" segment...

...complete with a **voice-**
over monologue that enables
me to use **leftover gags**
from my **other films**, since
they're all so easily
inter-changeable...

...I can pick
on **Socrates**,
homosexuals,
Ice Capades,
boiled
chicken...

...and deal with some **major**
questions that have been
plaguing mankind, like
"Does God exist?", **"Is there**
life after death?" and, **"Will I**
ever be able to top 'Annie Hall'?"



Mother,
tell me
the
truth,
was I an
adopted
child?

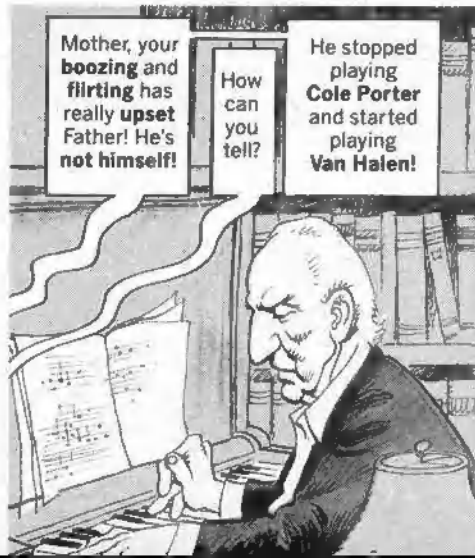
Of
course
not,
Henna!
Why do
you ask?

Well, it's **hard**
to **believe** that
a couple so
colorful could
have a **daughter**
as **wooden** and
boring as me!

Mother, your
boozing and
flirting has
really **upset**
Father! He's
not himself!

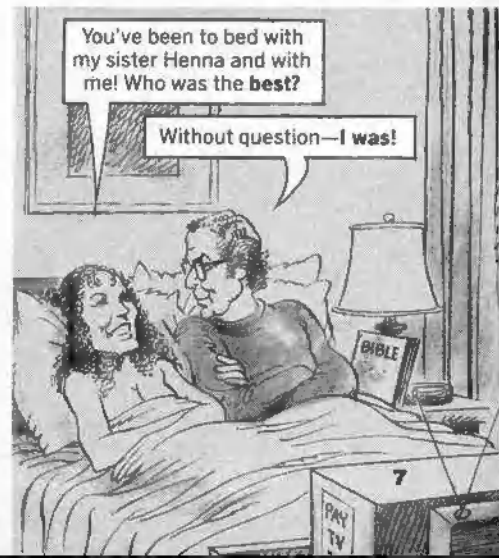
How
can you
tell?

He stopped
playing
Cole Porter
and started
playing
Van Halen!



You've been to bed with
my sister Henna and with
me! Who was the best?

Without question—I was!



Hollow, you're the flakiest of all the sisters! You dress like a deranged Gypsy and you snort coke like a pro athlete! I can't believe I brought you along...

Murky, it's only a date!

Who cares about the date—I can't believe I brought you along on this next flashback...

I think I need a dramatic change in my life! I'm thinking about converting to Catholicism!

I'm sorry, but we can't allow any more of you into the fold! We have a quota!

Quota? Of Jews?

No, of nerds!

I can't seem to reach God—I think he's too busy answering prayers of William Morris agents!

Are you really serious about conversion, or are you merely looking to find salvation for your ridiculous one-liners?!



REGISTER TRAIN FORD SQUIRE STATION WAGON

PAT BOONE SONG ALBUM

MAYON

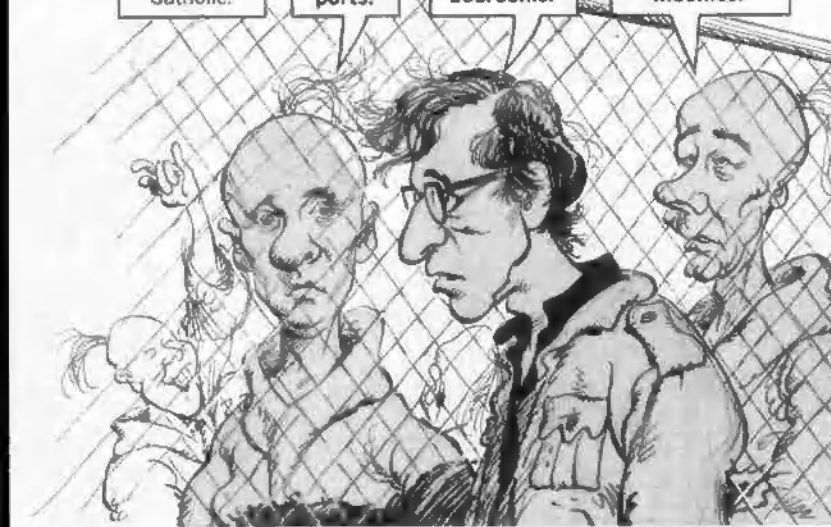
WHITE BREAD

Can I join you guys? I've given up on being a Catholic!

Can you beg at airports?

No, that's not my style! The only place I beg is in bedrooms!

Oh, it's one-liners you seek! Why don't you try the Moonies?



Henna, I have to borrow some money for my new career...

Again?

You think I'm just a loser, don't you?

I've tried to be supportive, Hollow, but a career in "electrolysis by mail"?



Hollow! I haven't seen you since our disastrous date! What have you been up to?

Oh, bouts of depression, insecurity, and career failures, and a series of life crises...

Sounds great! Let's you and me get married!

Murky, do you really mean it?

Of course! I've always been sexually attracted to women with a suicidal flare!



RECORDS TAPES

BETTY AND THE GREEN BALLS

Sitting in that movie house has turned my life around! I've made a major, mind-blowing discovery! The Marx Brothers made movies just to be funny! They never felt they had to hide from the press or fear their fans... never felt the need to drop the names of pseudo-intellectuals in their movies... never became obsessed about secrecy over their next film! They never took themselves seriously and today, they're considered great artists!

And I'll bet no one ever told Groucho that they liked his earlier films better!



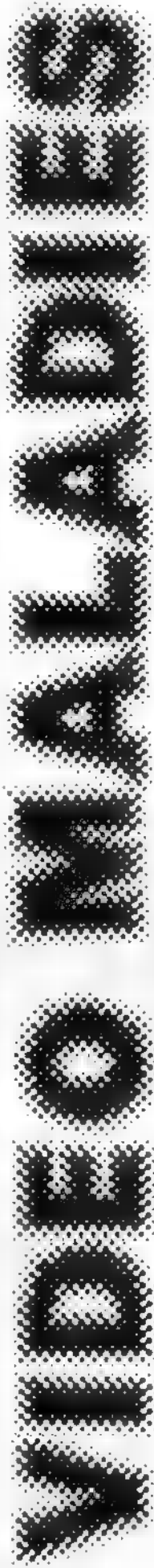
NOW PLAYING

MARX BROS FILM FESTIVAL

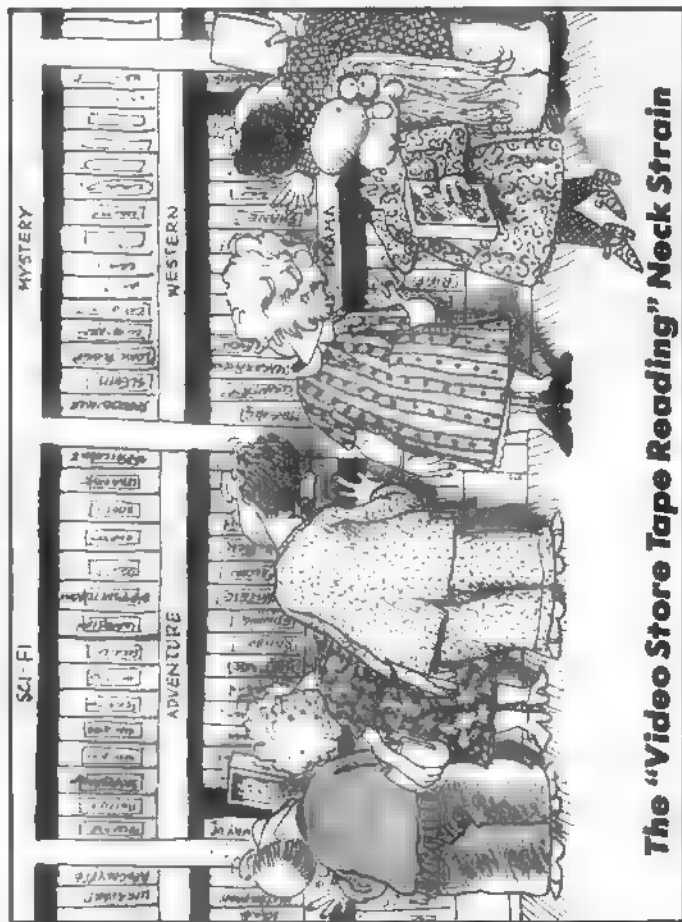
Note: It will be necessary to adjust your "horizontal hold" for the following article!

VCR DEPT.

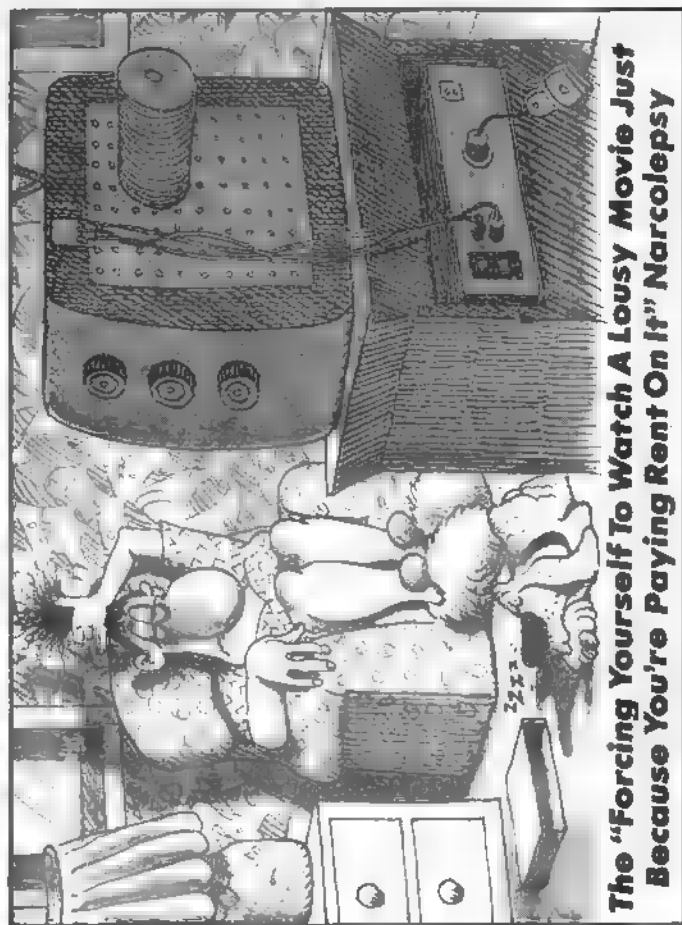
For the past couple of years, a new illness has been sweeping America. Its symptoms are painful, its effects debilitating, and no one ever really recovers from it. We at MAD wanted to alert our readers to this scourge and assigned one of our top investigative reporters the task of researching and reporting on it. Unfortunately, he died! So we're going to have to fill the next three pages with the following diseased article called...



ARTISTS: DON EDWING AND HARRY NORTH WRITER: DON EDWING



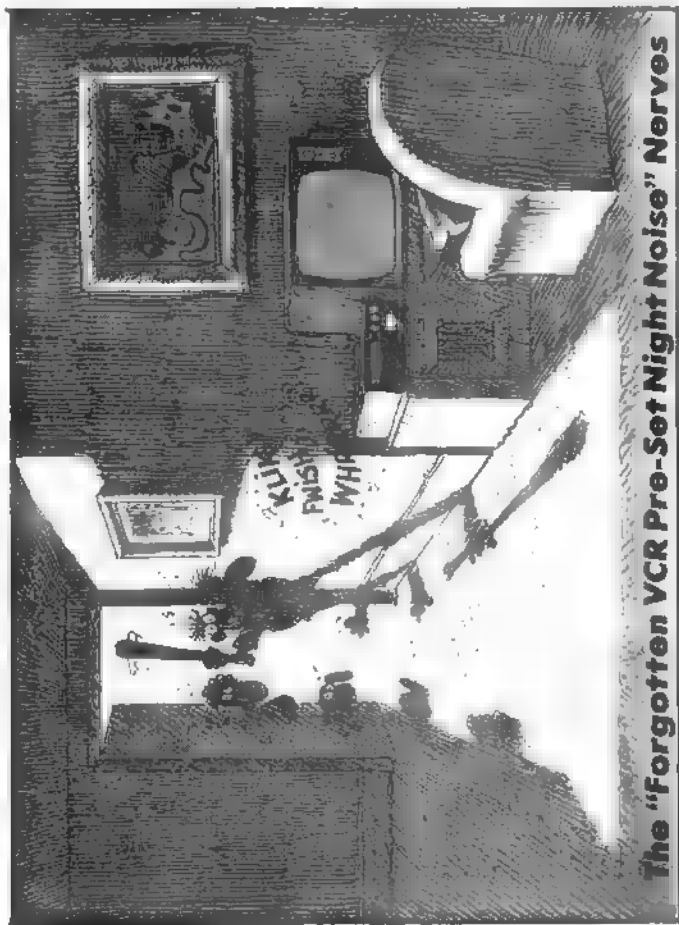
The "Video Store Tape Reading" Neck Strain



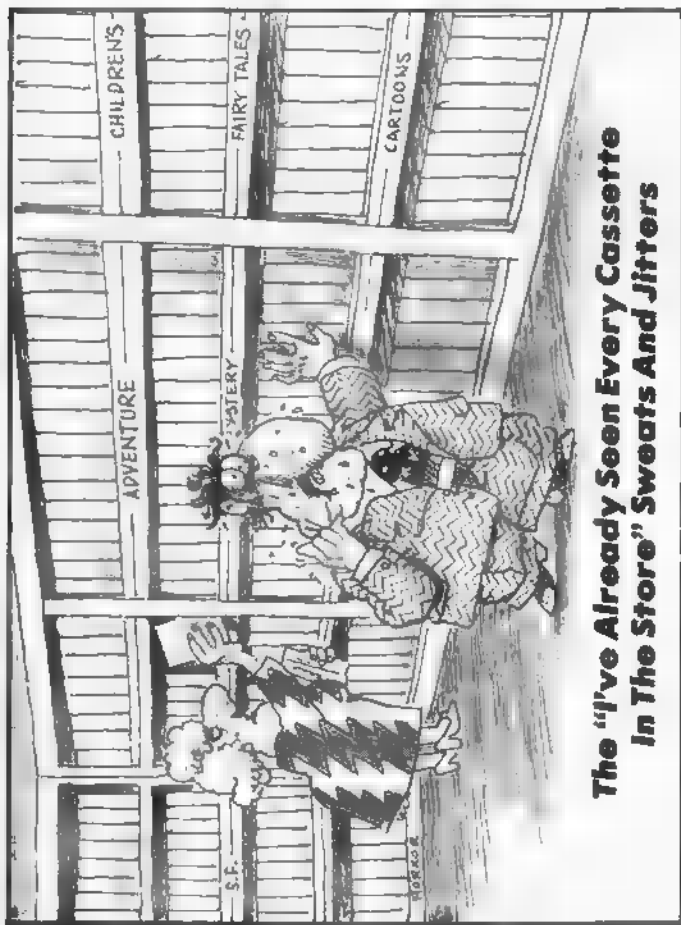
The "Forcing Yourself To Watch A Lousy Movie Just Because You're Paying Rent On It" Narcolepsy



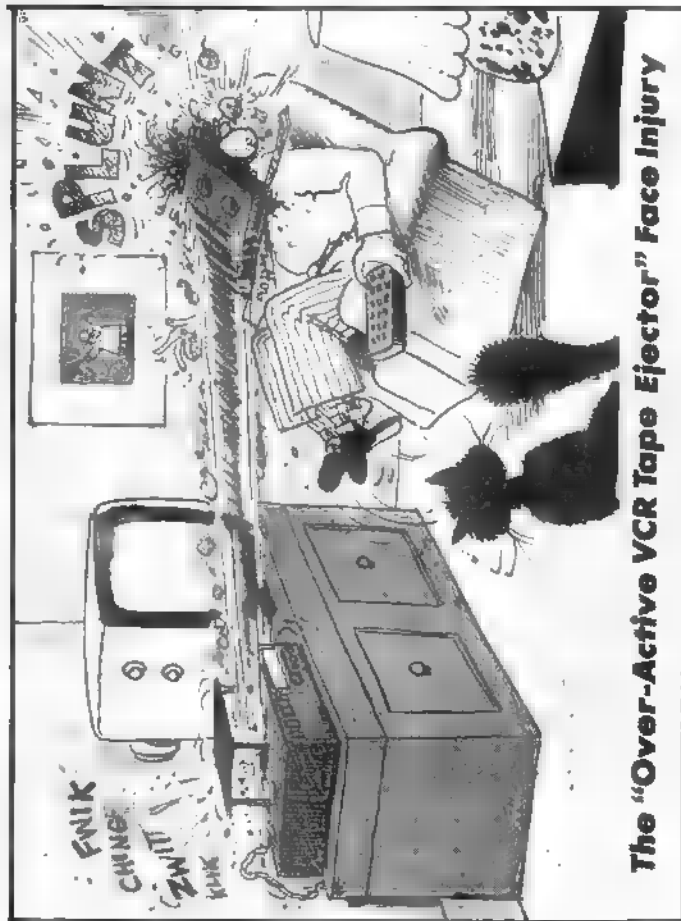
The "Jane Fonda Workout Floor Cave-In" Bruises



The "Forgotten VCR Pre-Set Night Noise" Nerves



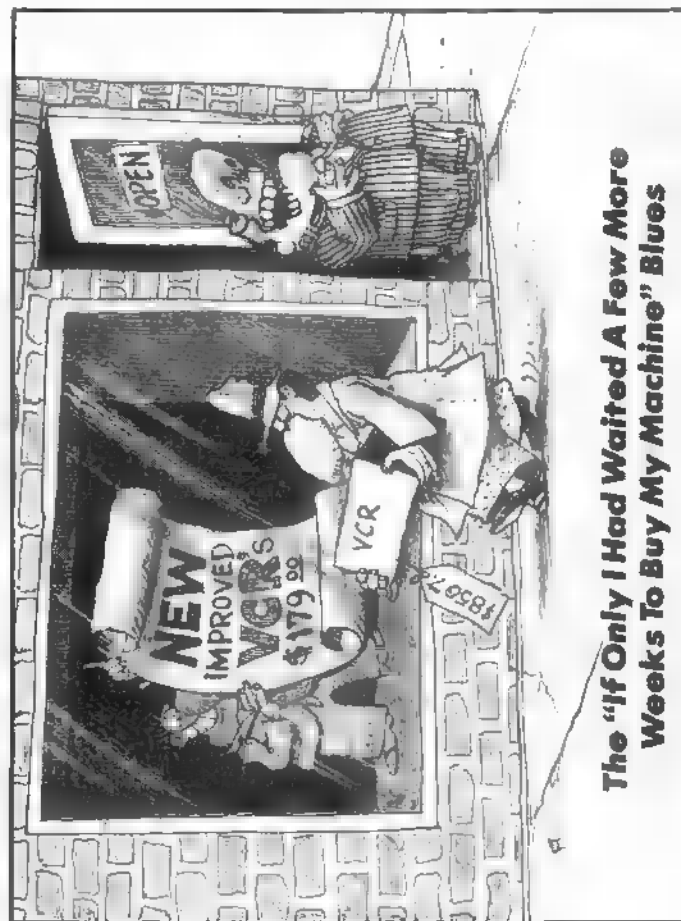
**The "I've Already Seen Every Cassette
In The Store" Sweats And Jitters**



The "Over-Active VCR Tape Ejector" Face Injury



**The "Video Store Clerk's
Screaming Out Loud"
Embarrassment Convulsions**



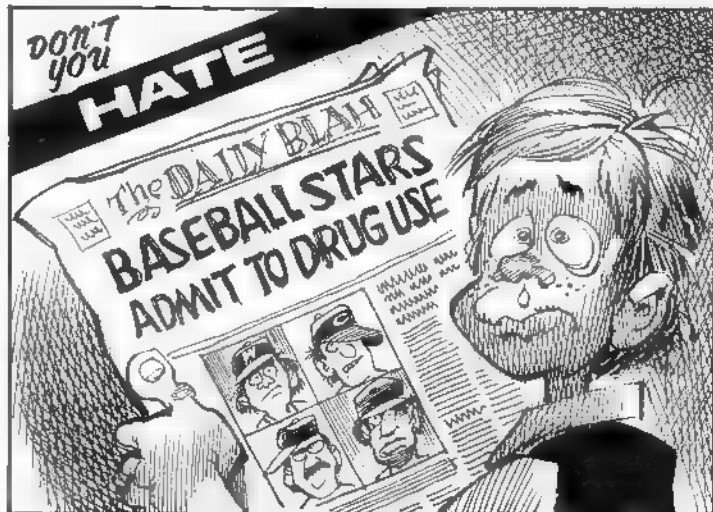
**The "If Only I Had Waited A Few More
Weeks To Buy My Machine" Blues**

JEERING THEM ON DEPT.

THE MAD Sports Fan HATE

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE



...when you discover that your favorite ballplayer is a junkie?



...when team owners get more media coverage than the teams?



...when you have tickets to the fifth game of the 12 World Series and one team wins it in four straight?

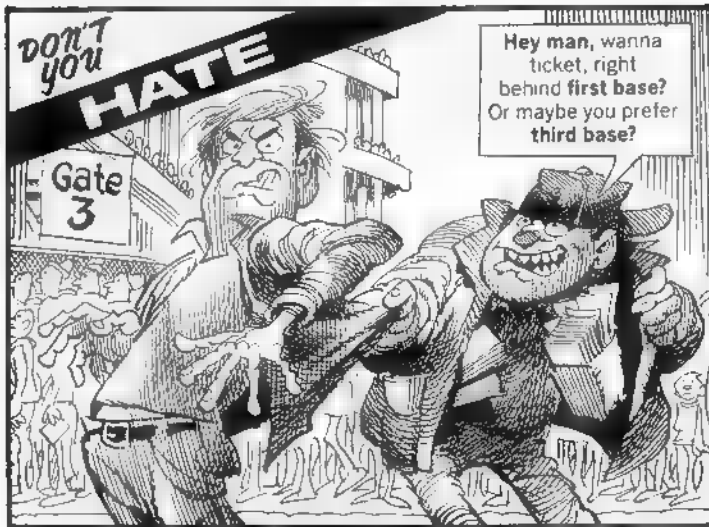


...when a stadium has dozens of beer outlets but only three toilets and two of them are out of order?

BOOK



...when they give a free gift to fans under 16 and you're tall for your age?



...when the game is a sell-out but the scalpers have reams of tickets?



...when you get a fantastic seat in the second row, and the schmuck in the first row keeps standing up?



...when you sit way up at the top of the upper deck and you see tons of empty seats below that were sold to big corporations for the season?



...when you buy a season ticket and the team's superstar refuses to play because the team won't renegotiate his multi-million dollar contract?

MAD'S ROCK MUS

Prince—the “bad boy” of Rock ‘n Roll—will become ensnared in legal tangles after a Cleveland concert at which his bodyguards “rough-up” and eject all 15,200 fans. A Federal Court judge will reject the diminutive star’s claim that the audience was “staring at me!” and award all damages asked—thus eating up the remaining royalties from Prince’s best-selling biography, “Don’t Talk To Me, I’m A Star!”

Bobby Icon, an unknown former medical student from Omaha, will become a Heavy Metal sensation with his unique sound—gastro-intestinal noises run through a synthesizer and amplified 10,000 times. He will top the charts with his single, “BLUHB-blahg-phlurg Means I Love You”!

Deirdre Detweiler and the Meek will inherit a prominent place in the music world’s spotlight. Lead singer Deirdre, in a bizarre reversal of the “Mell Tillis Syndrome,” stutters when she sings, but not when she talks! The band’s first Top 40 tune will be a 19½ minute remake of The Police hit “Dee-doo-doo-doo, dee-da-da-da.”

Baby Huey and the Toddlers, a young Mexican band with a mandatory retirement age of nine, will capture the untapped pre-pre-pubescent set with such raw-energy toe-tappers as “Mr. Rogers Ain’t My Neighbor!,” “Save A Breast For Me” and their million-seller, “Whole Lotta Chafing Goin’ On.”



ARTIST: PAUL COKER

NE? WHICH STARS WILL BE EATING WHAT LIVE ANIMALS ON STAGE? MAD TELLS ALL!!!

MUSIC PREDICTIONS



Supergroups Duran Duran, Genesis, Journey and the Rolling Stones will jointly announce a revolutionary plan to end their perennial problem of band members always taking off to do solo projects or collaborations. The solution? The Band-of-the-Month Club. Each month, subscribers will receive an LP by the club's debut group, The Rolling Duranesissies.

Former Interior Secretary James Watt will organize a philanthropic recording session, patterned after Quincy Jones' "We Are The World," and featuring such conservative entertainment figures as Wayne Newton, Frank Sinatra and Charlton Heston. Proceeds from the album, "We Are The Right," will benefit needy defense contractors engaged in "Star Wars" research.

The Clerks, a light-rock quintet composed of middle-aged office workers who only play part-time after work, will become the surprise sensation of the decade.

The group will sweep the Yuppie market with songs on such un-rock-like topics as car-pooling, dressing for success and the tax advantages of long-term T-Bills.

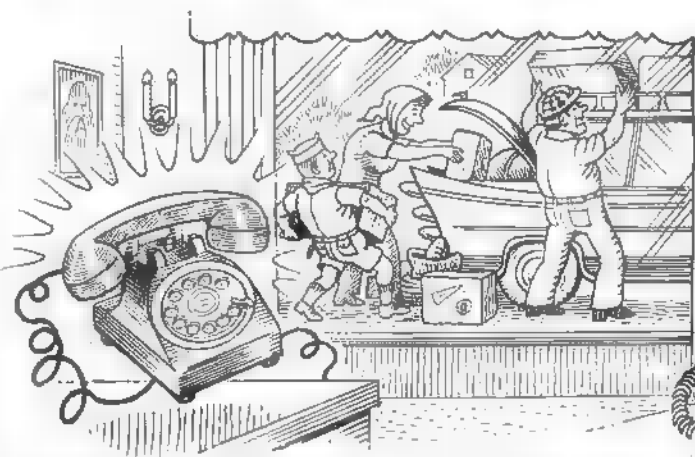
The phenomenal comeback of long-time rocker Tina Turner will come to a shuddering halt when she is arrested, and later convicted, of smuggling a family of illegal aliens into the U.S. inside her hair. She will be sentenced to six years in prison and barred—for life—from ever using a blow-dryer.

WRITER: MIKE SNIDER

IS EVERYTHING THAT'S "NEW" AND "MODERN" A GIANT STEP FORWARD FOR MANKIND?

FOLLOW UP REPO

ARTIST: AL JAFFEE



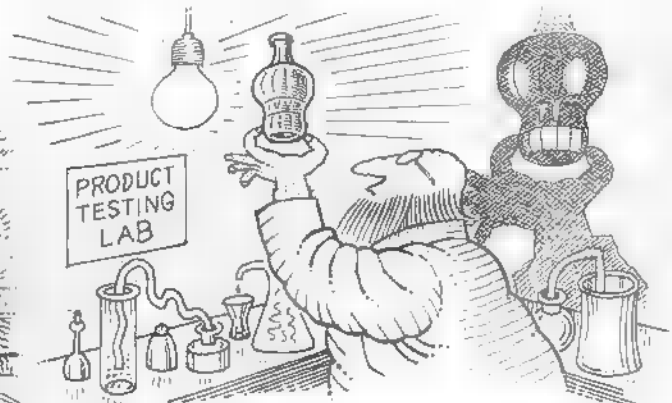
In the old days when you were out and the house was empty, important messages were never communicated.



Now, with the advent of the phone answering machine, messages are always communicated!



■ wasn't very long ago that the only kind of soda you could buy was the kind loaded with sugar that would rot all your teeth.



Today's soda is sugar free! However it does contain nutrasweet, saccharine and other wonderful modern chemicals!



In the old days, you couldn't place a long distance call without the assistance of an operator.

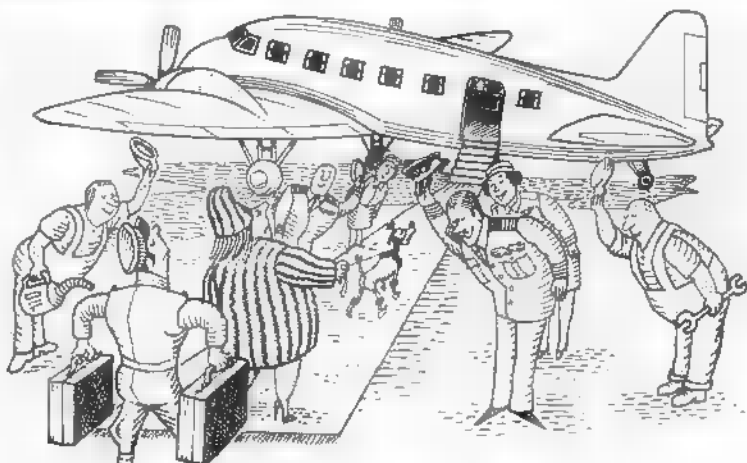


Today, with modern touch tone phone systems, you can call long distance with no assistance at all!

A TINY STEP FORWARD FOR WOMANKIND? YOU BE THE JUDGE AS YOU NOW READ MAD'S

RT ON PROGRESS

WRITER: DICK DeBARTOLO



Back in the days of propeller planes, air travel was only for the rich and affluent.



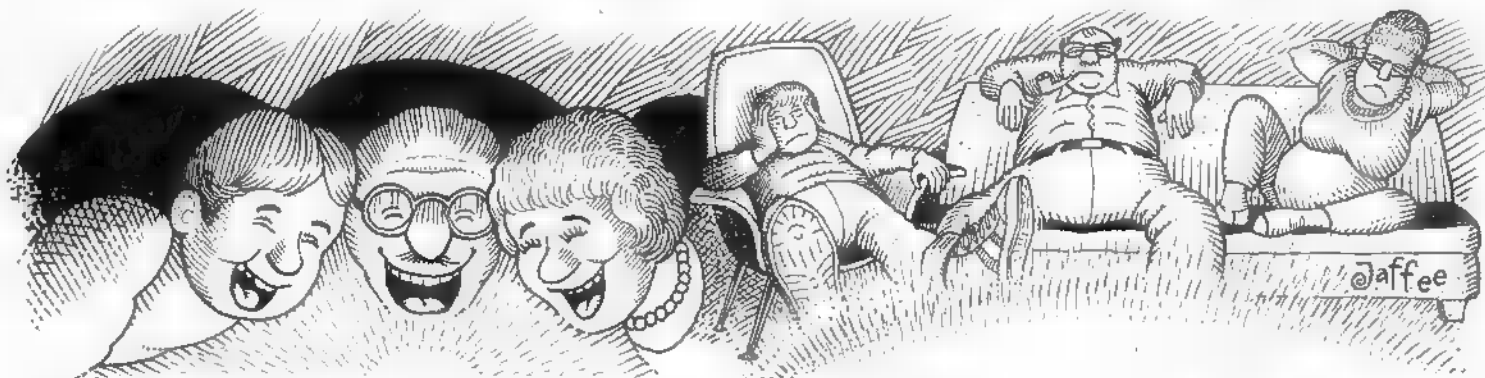
Today, thanks to so many airlines putting so many planes in the sky, air travel is cheap and many more people can afford to fly.



Not long ago, the only portable entertainment you could carry was a small mono radio.



Today, with miniature portable stereo systems with headphones, you can be in a world all your own.



Years ago, entire families gathered around a little four-inch, black and white tv set to watch the great stars of the day—Sid Caesar, Uncle Miltie and Jackie Gleason.

Today, we have 40-inch, full color projection television sets in stereo that families can gather around to watch the great stars of the day—Merv Griffin, Alan Thicke and ■ McMahon.

CAT THO

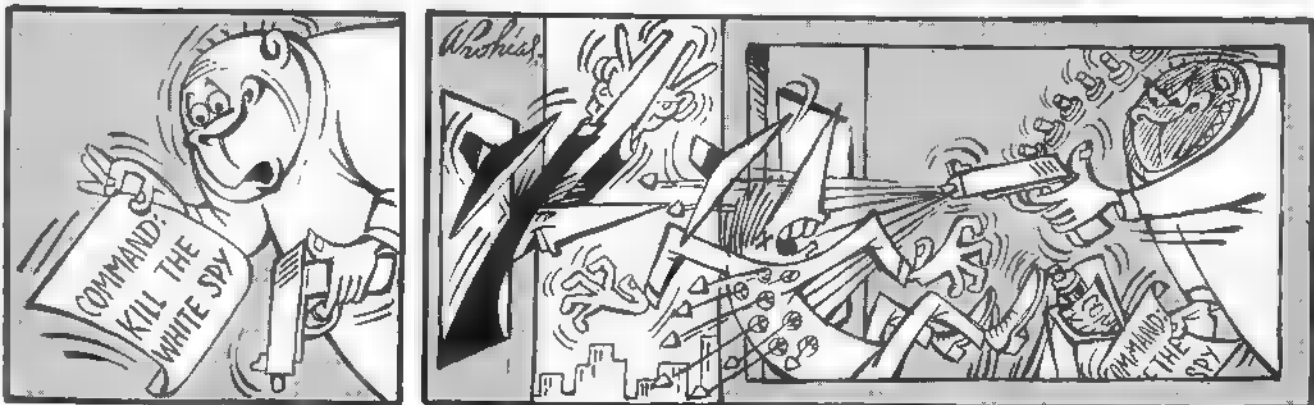
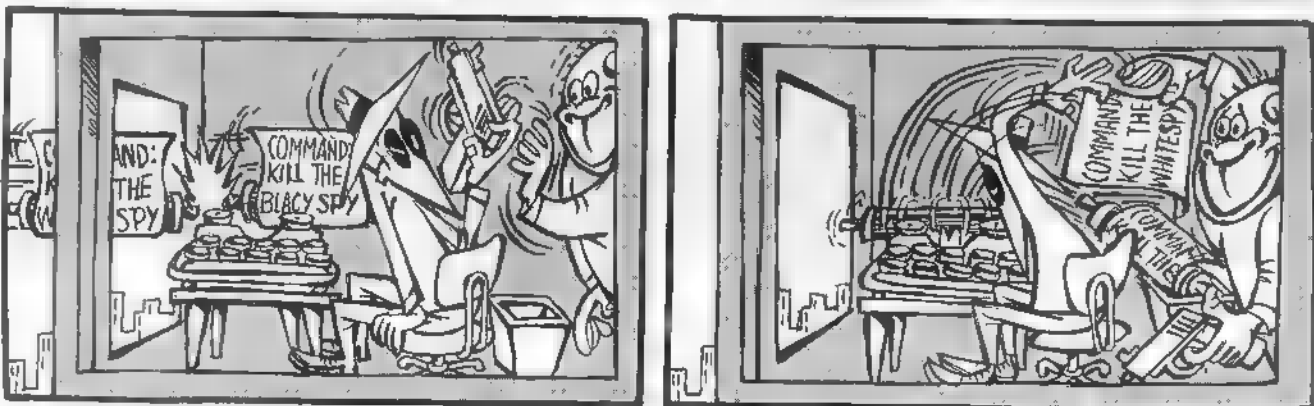
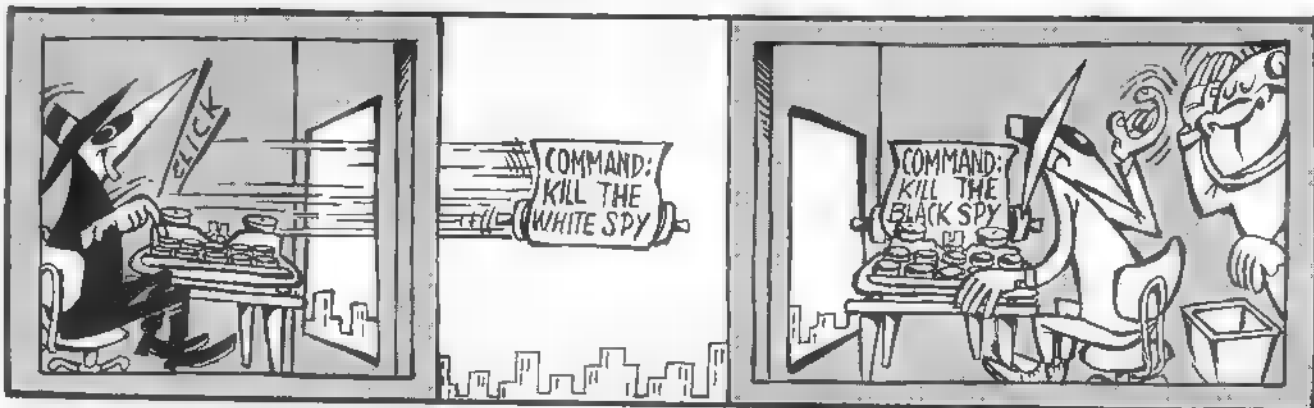
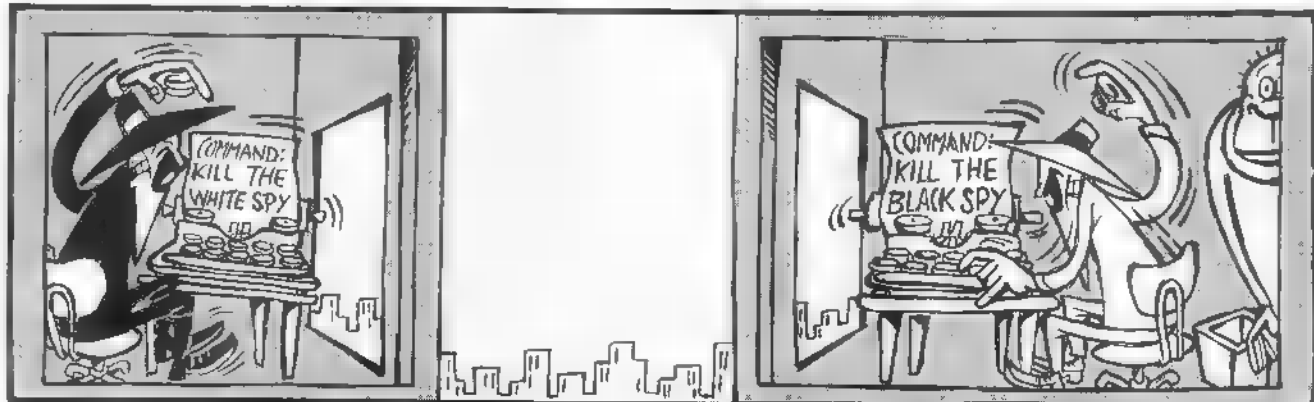


DOUGHTS

ARTIST AND WRITER: PAUL PETER FORGES



SPY VS SPY





In most states, renewing your driver's license is as easy as signing your name and enclosing a check. Simple, but what this procedure doesn't do ■ weed out unsafe drivers—motorists who have long since forgotten everything they had to learn in order to get their first license! How about you? Are your driving skills up to par? Or have you too become sloppy and careless behind the wheel! Spend a few minutes with this quiz and see:

are you a **GOOD DRIVER?** ?

BEGIN with the national speed limit of 55 miles per hour.
ANSWER each question and add or subtract miles accordingly.

PART I—DRIVING HISTORY

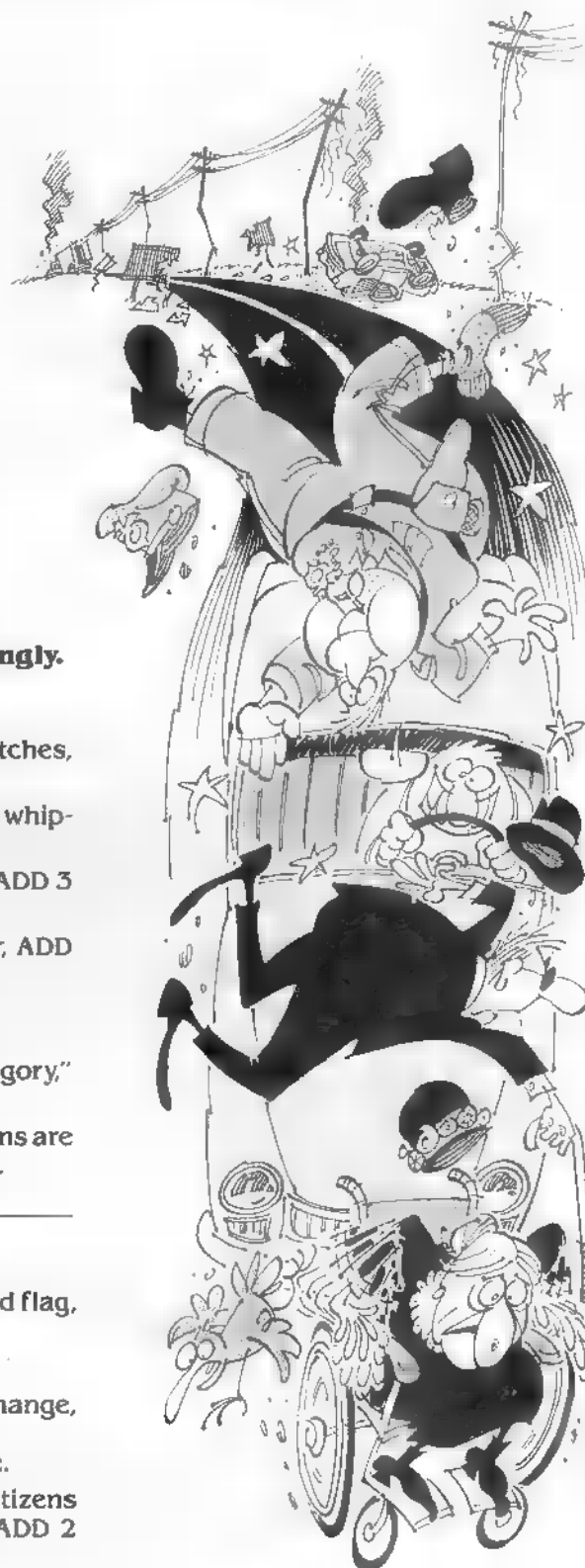
- 1) If the statue of St. Christopher on your dashboard is on crutches, ADD 1 mile.
- 2) If you've ever received kickbacks from chiropractors for all the whip-lash victims you send them, ADD 2 miles.
- 3) If Lee Iacocca has ever offered you a rebate *not* to buy a car, ADD 3 miles.
- 4) For each of the following that has been named in your honor, ADD accordingly:
 - a) A tow truck, ADD 1 mile.
 - b) A local demolition derby race track, ADD 2 miles.
 - c) A national auto insurance company's "Extra High Risk Category," ADD 5 miles.
- 5) On the back of your driver's license where recent traffic violations are listed, if the words "See Attached Sheets" appear, ADD 2 miles.

DRIVING HISTORY SUBTOTAL.....

PART II—ON THE ROAD

- 1) If you start each morning by pledging allegiance to ■ checkered flag, ADD 1 mile.
- 2) If your second car is an ambulance, ADD 2 miles.
- 3) If, while stopped at an intersection waiting for a red light to change, you...
 - a) Rev your engine to intimidate those around you, ADD 1 mile.
 - b) Place both hands on the horn, ready to blare it at senior citizens who might still be crossing when the light turns green, ADD 2 miles.
 - c) Pick your nose, SUBTRACT 4 miles.

NOTE: If the above question does not apply to you because you never brake for a red light, ADD 5 miles.



ARTIST: PAUL COKER

WRITER: JOHN PRETE

- 4) For every time you've looked in your rear-view mirror and seen a body lying in the street, ADD 2 miles. (If you've *never* looked in your rear-view mirror, ADD 4 miles.)
- 5) For each of the following bumper stickers that can be found on your car, ADD 1 mile:

STOP SIGNS ARE FOR SISSIES

SEAT BELTS SUCK

NUKE THE AUTOMOBILE CLUB

HONK IF YOU LOVE HEAD-ONS

NOTE: If the message on your bumper sticker is incomprehensible because of blood splatterings and caked hair, TACK ON an additional 6 miles.

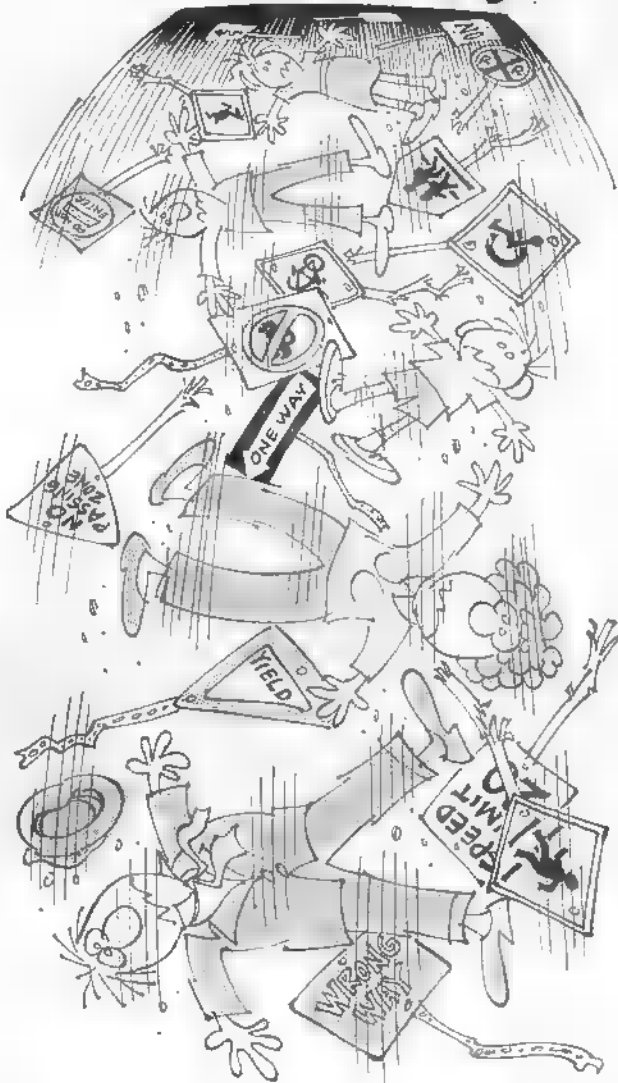
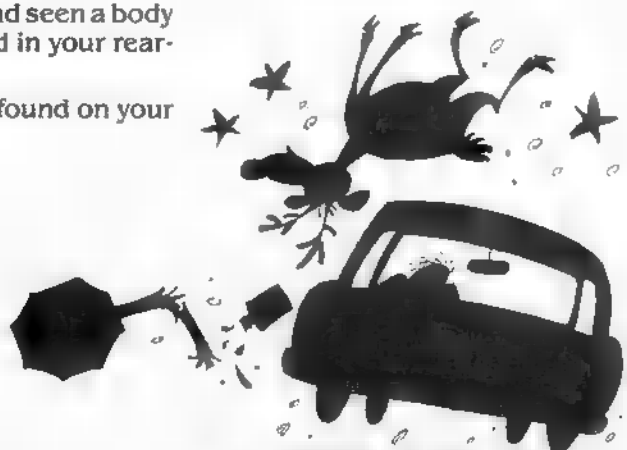
ON THE ROAD SUBTOTAL

PART III—HYPOTHETICAL SITUATIONS

- 1) It is a warm, sunny Sunday afternoon. You decide to jump in the car and visit your ailing Aunt Alba in the suburbs. Turning onto Aunt Alba's street, you pass a home for the blind, a "Deer Crossing" sign and a group of small children playing in the street. Which of the following comes closest in length to the skid marks you'll make as you pull up to Aunt Alba's?
- A standard 30-foot garden hose, ADD 2 miles.
 - An unravelled wool sweater, ADD 5 miles.
 - A computer printout of Joan Collins' ex-lovers, ADD 9 miles.
- 2) You're sitting over at a friend's home in a semi-conscious state after hours of heavy drinking. Suddenly, your friend announces "Everybody out!" Which of the following best describes what you would do in this situation?
- Stumble out to your car, spend 15 stupid minutes trying to insert your keys into the ignition, then finally peel out in a screeching blaze of glory, ADD 3 miles.
 - Same as "a," except that you would take the time to throw up in your friend's driveway before you peel out, ADD 4 miles.
 - If the question does not apply because you would have been involved in a drunk driving accident on your way to the party, ADD 7 miles.

HYPOTHETICAL QUESTIONS SUBTOTAL

GRAND TOTAL



SCORING

51—60

Your driving skills are like those of a recent graduate of a high school Driver's Ed class. In other words, you have none! You are a threat to all life.

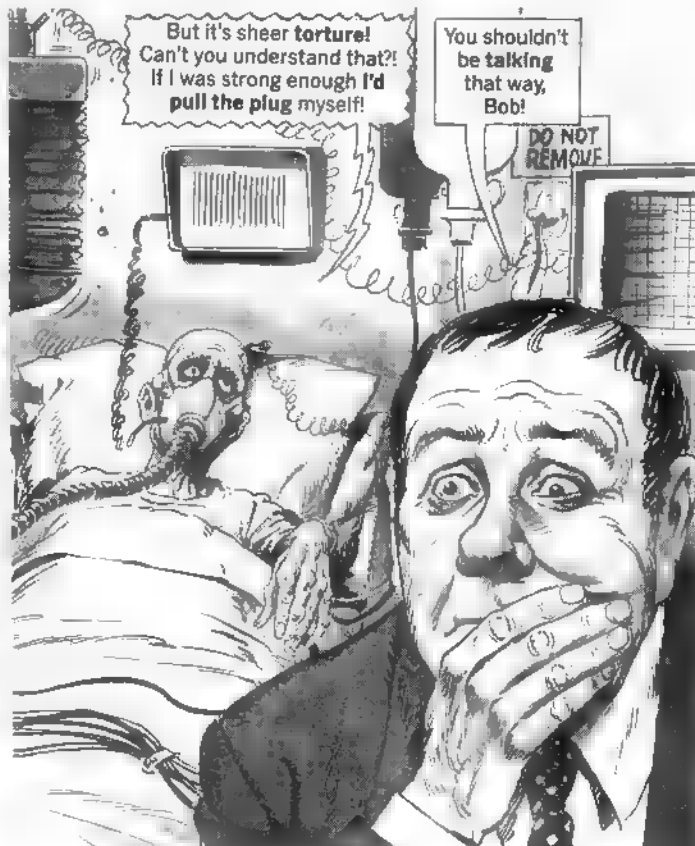
61—70

You have the driving skills of a deaf, dumb and blind man! Walk everywhere!!

71 or Above

You have a great future ahead of you as a New York City cab driver! Apply at once!

AT THE BEDSIDE, PART I



THE REAGAN

(with apologies to Edgar Allan Poe)

ARTIST: GERRY GERSTEN WRITER: FRANK JACOBS

*Once upon a cold November, back in '80, you'll remember,
Came to pass a great election, with a wondrous change in store;
By a landslide, one was winning, promising a new beginning;
Tall and proud, he stood there, grinning, like so many times before;
Who was he, this cool one, grinning, like so many times before?
'Twas The Reagan, nothing more.*

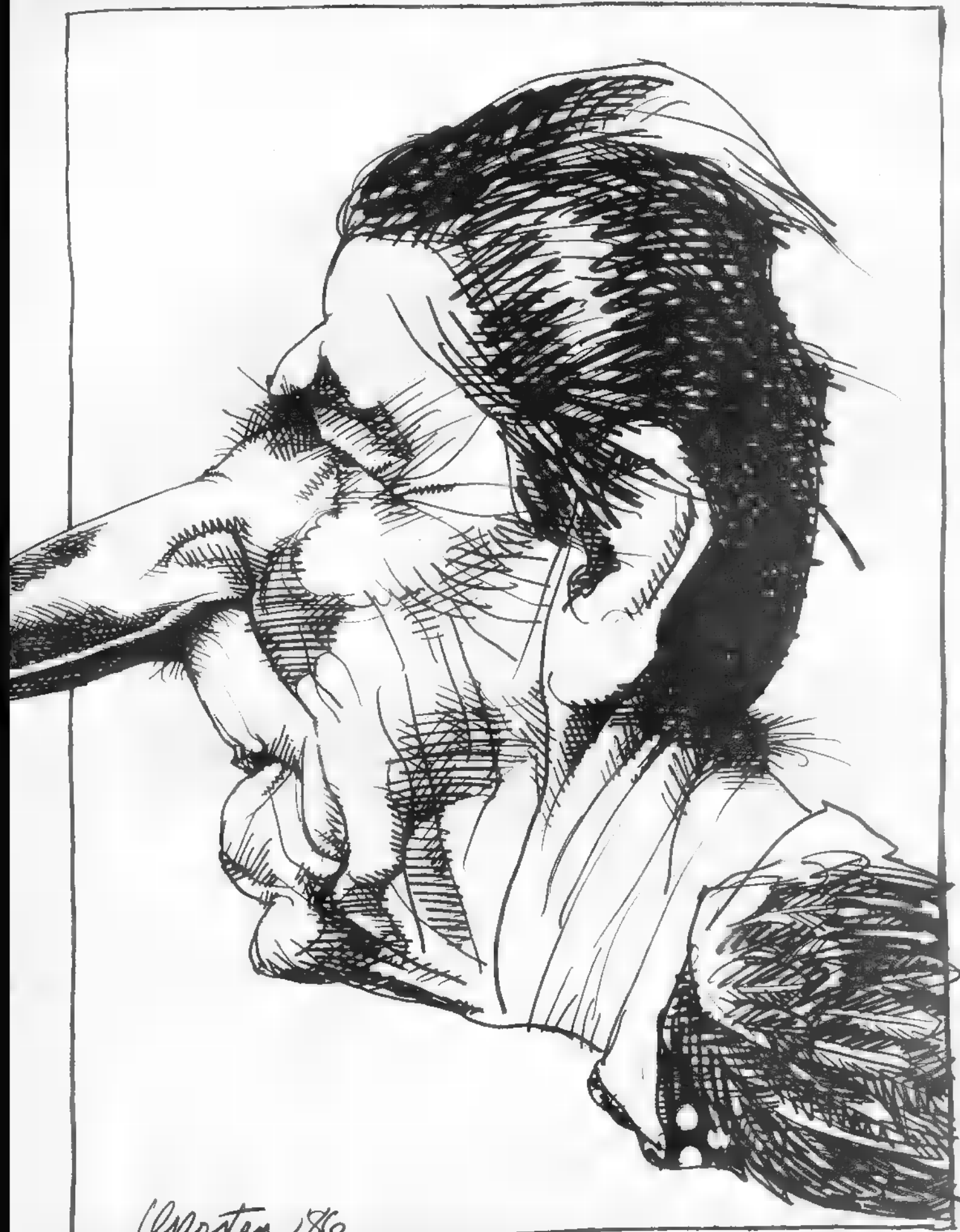
*Once he was inaugurated, Reaganomics he created,
Promising a balanced budget, like we had in days of yore;
"Though," he said, "our debt is growing, and a bundle we are owing,
"I'll cut taxes, 'cause I'm knowing this will save us bucks galore;"
"Please explain," a newsman asked, "how this will save us bucks galore?"
Quoth The Reagan, "Less is more."*

*Pushing for defense, he pleaded, brand-new missiles would be needed:
"That's the only way," he said, "to keep the country out of war;"
"True," he said, "they're not required, and they're not meant to be fired;
"In five years they'll be retired—still we must build hundreds more;"
"Tell us why," a newsman asked, "we must be building hundreds more?"
Quoth The Reagan, "Jobs galore."*

*Was he real or from a movie? "Make my day" sure sounded groovy,
Standing up to Congress or the rebels in El Salvador;
Flicks like "Rambo" he promoted (sev'ral times, it should be noted);
Once John Wayne he even quoted, when Kaddafi threatened war;
"Does this mean," a newsman asked, "we're heading toward a Mid-East war?"
Quoth The Reagan, "Hit the shore."*

*During times he wasn't dozing, many plans he was proposing,
Dealing with the deficit, which he no longer could ignore;
"Cuts," he said, "I'm recommending, pending our ascending spending,
"With attending trends suspending, then extending as before."
"Does this mean," a newsman asked, "a balanced budget like before?"
Quoth The Reagan, "Nevermore."*





HIGHER EDUCATION

I tried calling you all afternoon but the phone was busy! I'll bet it was your son the bum abusing it, as usual!

Well, just for your information, he was indeed using it, but he was busy choosing colleges!

You gotta be kidding! I don't believe it!

It's true! I overheard him talking! He was choosing Yale over Harvard, Stanford over Southern Cal, North Carolina over Duke...

It figures! He's decided to be a Gambling major! What you heard was your son placing bets on Saturday's basketball games!

BERG'S-EYE VIEW DEPT.

THE LIGHTS

EQUALITY

Mr. Gaines, I want to talk to you about Women's Rights!

Oh, please, not again, Ms. Griffiths! I thought we settled that issue last time!

Not really! This time I am demanding equal pay for equal work!

Well, if you really want that, I'll have to comply with your demand! Mr. Kroul does the same job you do and he's been with us just about the same amount of time...

Starting next week, I'm cutting your salary down to his level!



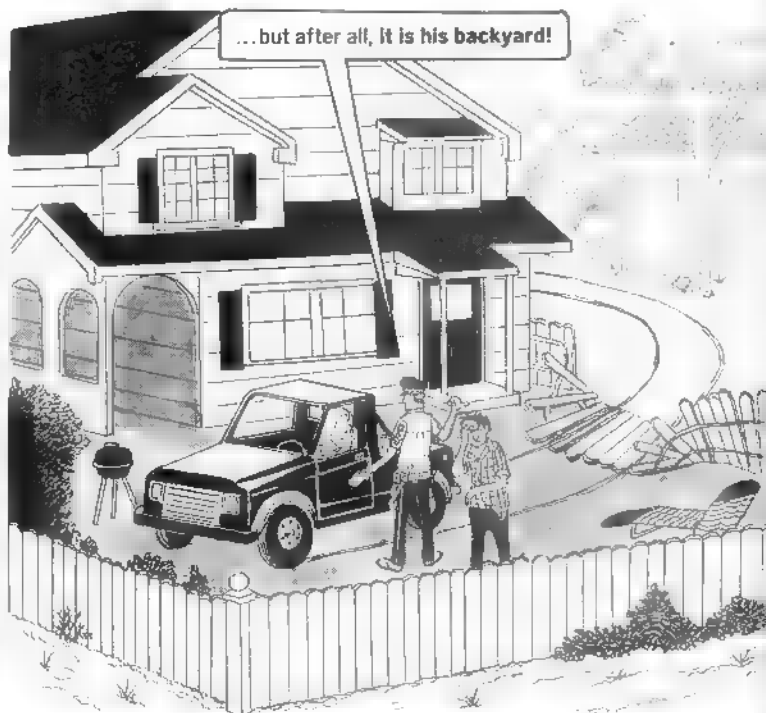
ACCIDENTS

But officer, it's not my fault! He stepped right in front of my car!

That may be true, Miss...



...but after all, it is his backyard!

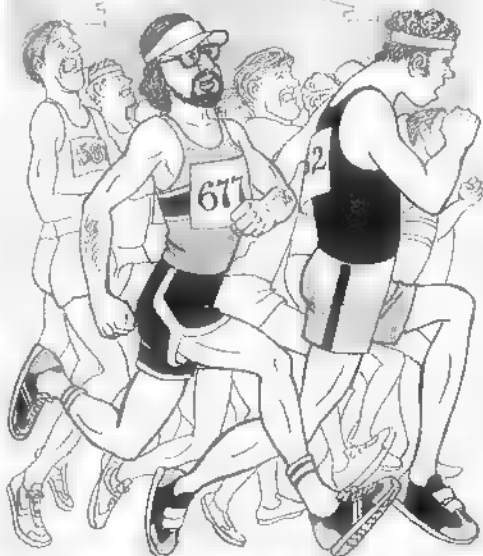


R SIDE OF...

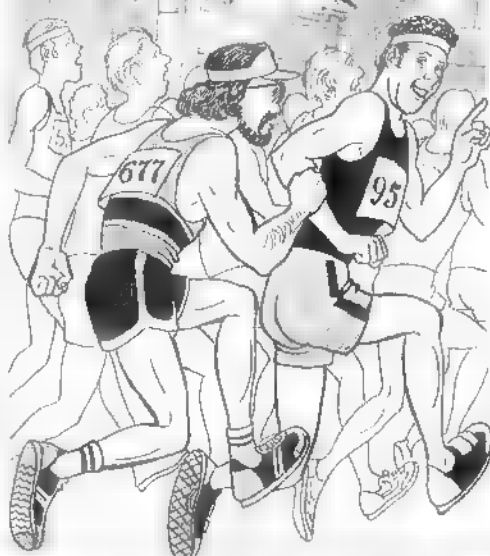
ARTIST & WRITER:
DAVE BERG

RUNNING

This is rough! What am I doing running in a marathon? Who started these stupid things?



Actually, it all started in ancient Greece when a soldier ran 26 miles to deliver a message!



Well, it's a helluva lot easier when there's an army with pointy spears running behind you!



JUSTICE

Do you plead guilty or innocent?

Innocent, your honor!

Then we will hold a trial by a jury of your peers!

That'll be tough to do, your honor...

Where are you going to find 12 drug dealers like me willing to serve on jury duty?

DINNER

Karen, enough with the TV, already! I'm starving!

Can't you make your own dinner?

I'm busy watching this cooking show!

FINANCES

My mom says I'm very smart with money! She promised to give me a dollar for every chore I do around the house!

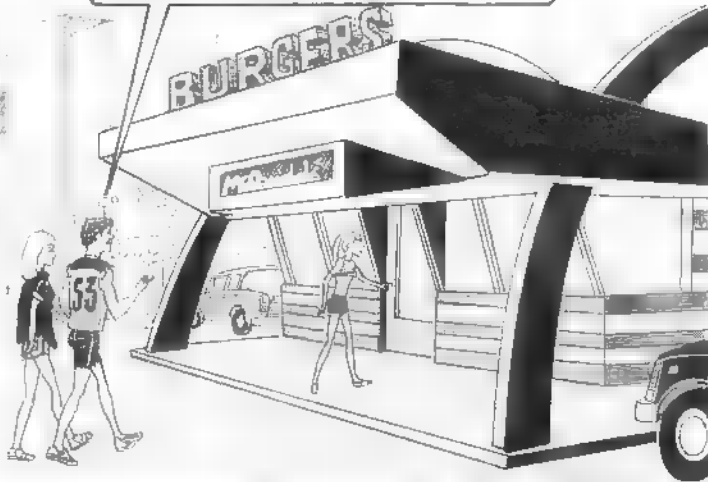
BEHAVIOR

I felt totally embarrassed at the party tonight! You made a complete fool of yourself all evening!

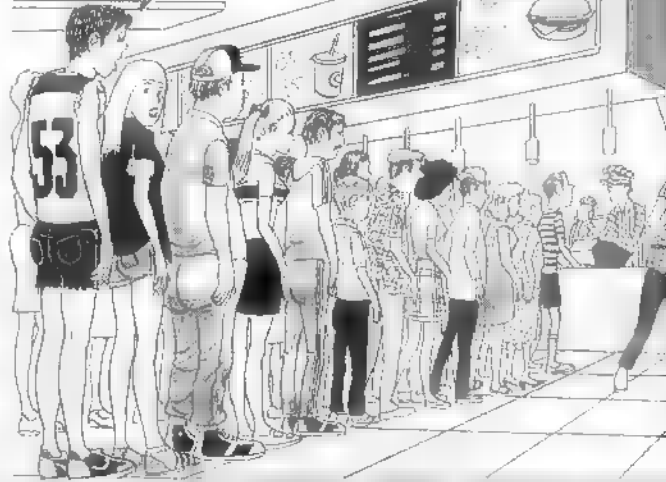
I just hope that nobody knows you didn't drink and were completely sober or we'll never live it down!

FAST LIVING

Isn't it something how fast food places have sprung up all over town? Instant burgers... instant French fries... instant milk shakes...

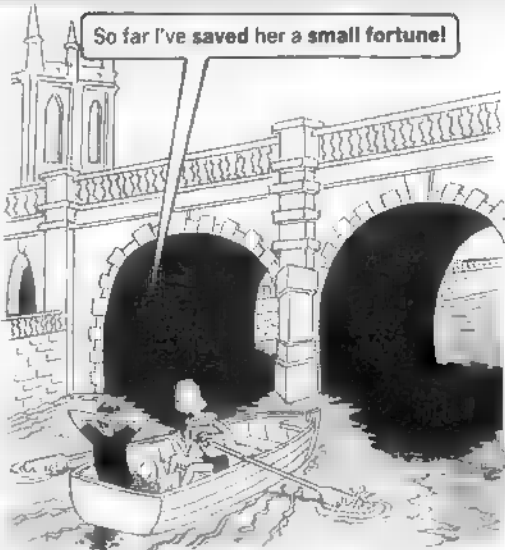


...and instant long lines waiting for it!



INTERVIEWS

So far I've saved her a small fortune!



Mrs. Korn, you've noted that your birthday falls on March 18th, but what year?



Every year!



MODERN MORALS

Congratulations, Elena! Your mother told me you're getting married!

I was supposed to, Grandma! But then I found out my boyfriend got cold feet!



That's the trouble with you young people and your sexual revolutions!



In my day we didn't find out if a man had cold feet until after we were married!



CHOICES



PETS



DOCTORS



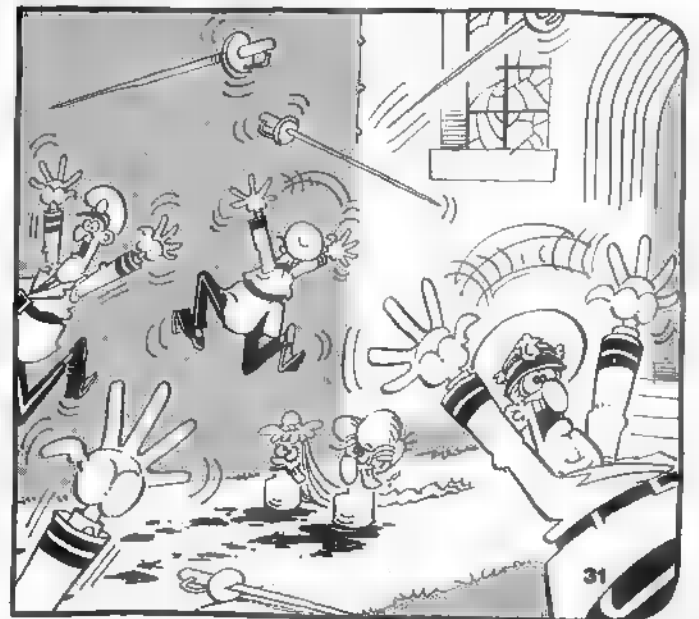


DON MARTIN DEPT. PART I

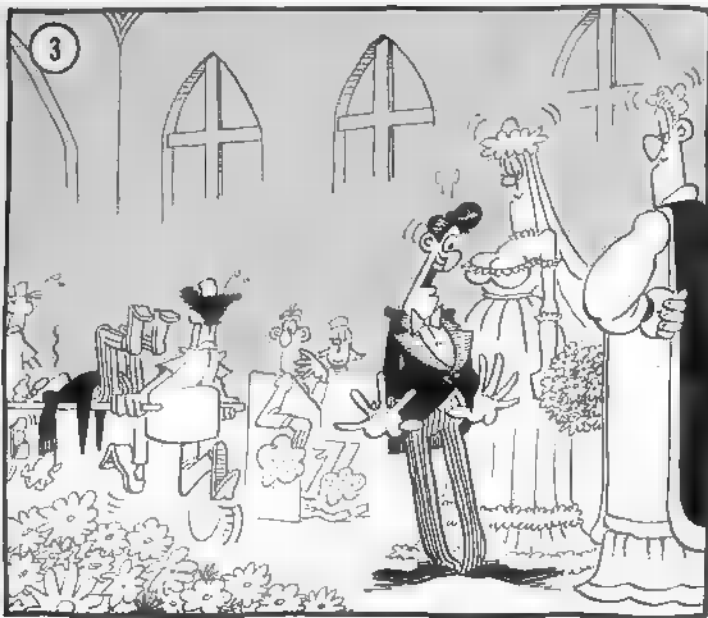
DON MARTIN LOOKS AT WEDDINGS



ARTIST: DON MARTIN WRITER: DON EDWING







Kung Fu started many years ago when poor Chinese farmers, who could not afford real weapons, developed self-defense techniques using whatever was available: plow blades, staffs, even benches. Nice idea. But since very few poor Chinese farmers are MAD readers, it made very little sense to us to write an article on Kung Fu. So instead we wrote an article about ■ self-defense technique the average American could use. A deadly defense called:

HOM

Phone Fu



BLOCKING: The phone conveniently fits over the hand in a way that allows the steel bottom to deflect your opponent's blows.



ENSNARLING: By holding the body of the phone in one hand, and the receiver in the other, you can use the cord to tangle up your opponent.



OFFENSE: By holding the cord at mid-length, the receiver may be swung and launched at your opponent. It may also be used for long-distant ensnarlment.



LAST RESORT: If you hate violence you can still use the phone to call your enemies in the middle of the night and mutter obscenities.

ARTIST: GEORGE WOODBRIDGE WRITER: RURIK TYLER

The Links Of Agony



WHIP METHOD: Grasp one end of a sausage and savagely snap the other end at your enemy!

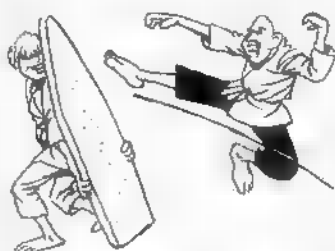


NUNCHAKUS METHOD: This is a complicated maneuver and is not recommended for beginners!



PELTING METHOD: Break up the links, grab an equal amount in each hand, and throw all of them at your opponent!

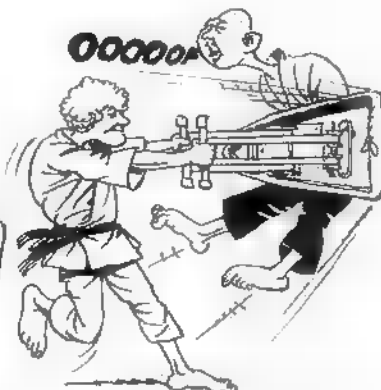
The Iron Ning Board



BLOCKING: Because the Iron Ning Board is roughly the same length and width as the human body, it makes a very effective blocking tool.



OFFENSE: Grasp the feet of the board while it is in the closed position.



Quickly bring your arms together while aiming at your opponent.



ESCAPE: If all else fails, you can use the Iron Ning Board to slide down the stairs and beat a hasty retreat.

Home Fu!



The Stove Of Death



OFFENSE: Even an empty stove can provide you with a deadly weapon!



Grab the burner guard as shown.



In a quick motion, hurl the burner at your opponent!



IMPORTANT! Do not use this technique if you have just been cooking something!

The Oven Mitts Of Death



PREPARATION: Oven mitts offer the same benefits that boxing gloves do—they protect your hands in combat!

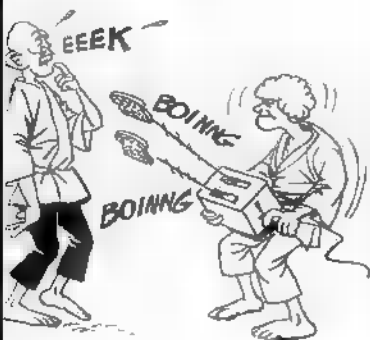


They are quick in that they fit either hand, thereby avoiding confusion at critical moments.



OFFENSE: When stuffed with a potato they make an effective long distance weapon.

Other Home Fu Maneuvers



Twin Slices Of Doom!



Kung Fruit!



Drawer Of Destruction!



Fridge Ful

OTHER MUCH NAMED FOR THE

You've really arrived when a new rule is made just for you! Take NY Jet Mark Gastineau. He jumped and screamed so much after every QB sack the the NFL banned that sort of stuff—and that became known as "The Gastineau Rule." We think that makes a lot of sense! In fact, we know of several people whose behavior calls for similar measures! That's why we're offering...

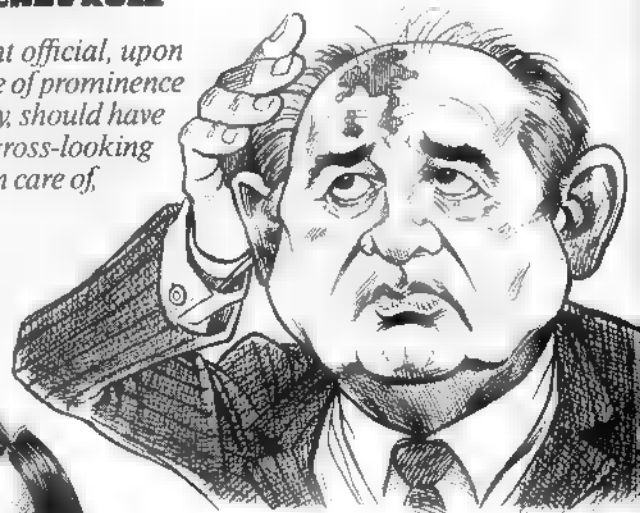


THE STEINBRENNER RULE

All prospective major-league baseball team owners **MUST**—as a condition for sale approval—**SUBMIT TO** and **PASS** a psychiatric evaluation.

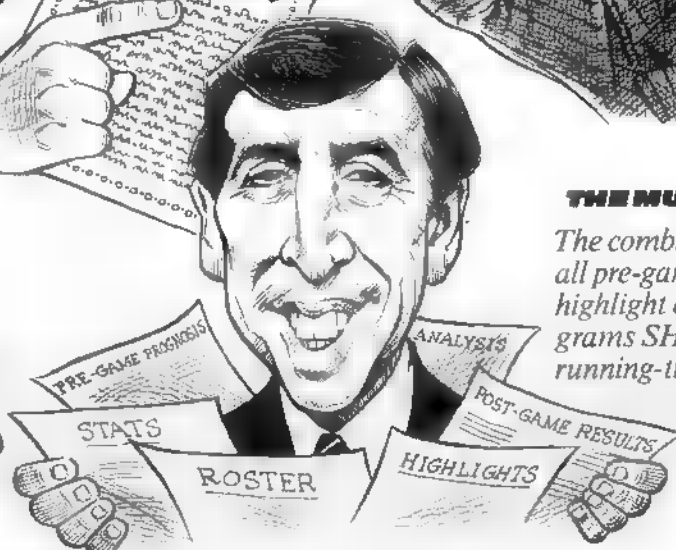
THE GORBACHEV RULE

ANY government official, upon assuming a place of prominence in his/her country, should have ALL bizarre or gross-looking birthmarks taken care of, **PRONTO!**



THE MUSBURGER RULE

The combined running-times of all pre-game, post-game, game-highlight or game-analysis programs **SHALL NOT** exceed the running-time of the game itself.



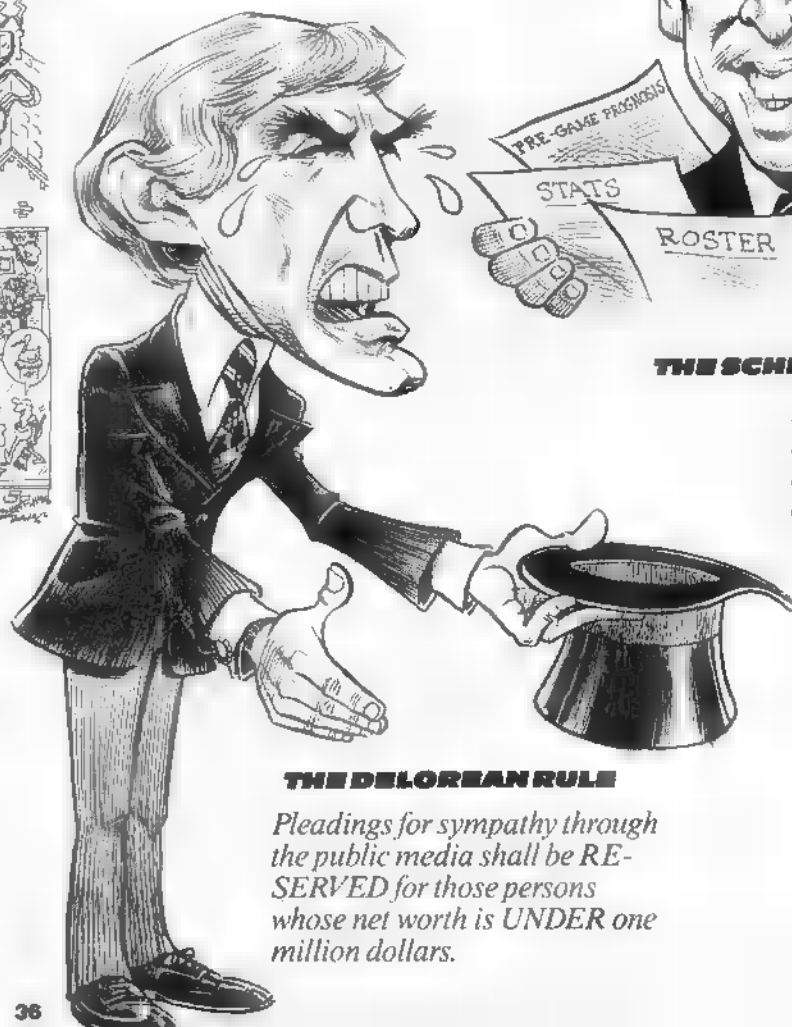
THE SCHROEDER-COLEMAN RULE

Formerly "cute" child actors shall be **BARRED** from appearing in any public theatrical production during puberty.



THE DELOREAN RULE

Pleadings for sympathy through the public media shall be **RE-SERVED** for those persons whose net worth is **UNDER** one million dollars.



NEEDED **RULES**

IRKSOME PEOPLE WHO INSPIRED THEM

ARTIST: SAM VIVIANO WRITER: MIKE SNIDER

THE REAGAN RULE

High-level members of the U.S. Government are **PROHIBITED** from simply "making up" facts to support their positions.

THE COSBY-HOUSEMAN RULE

Employment as a "Celebrity Spokesperson" is considered a **SIDELINE** to an acting career—**NOT** a career in itself.



THE DONAHUE RULE

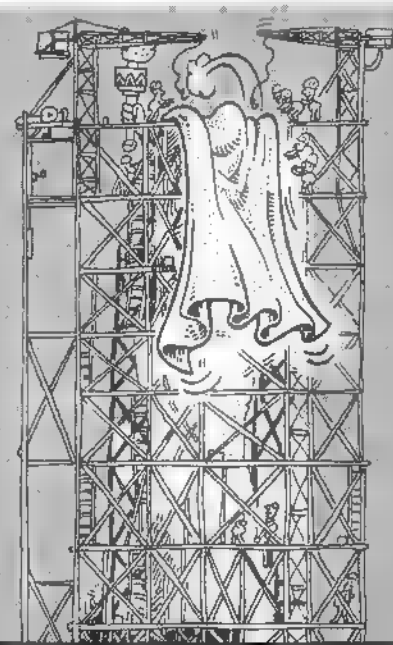
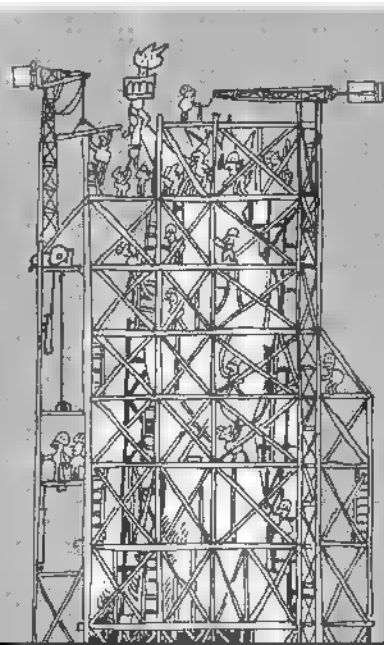
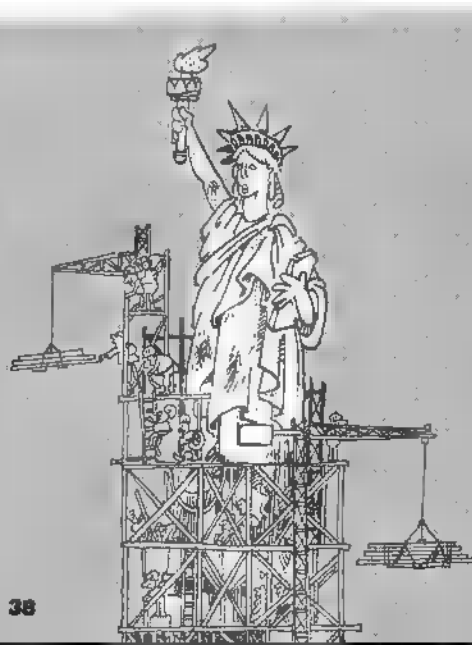
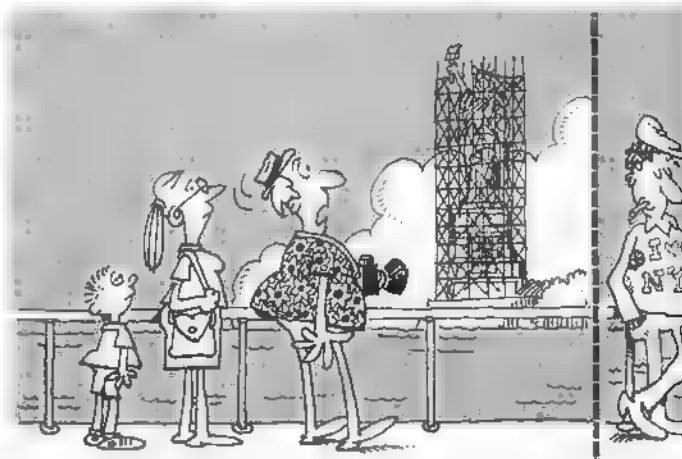
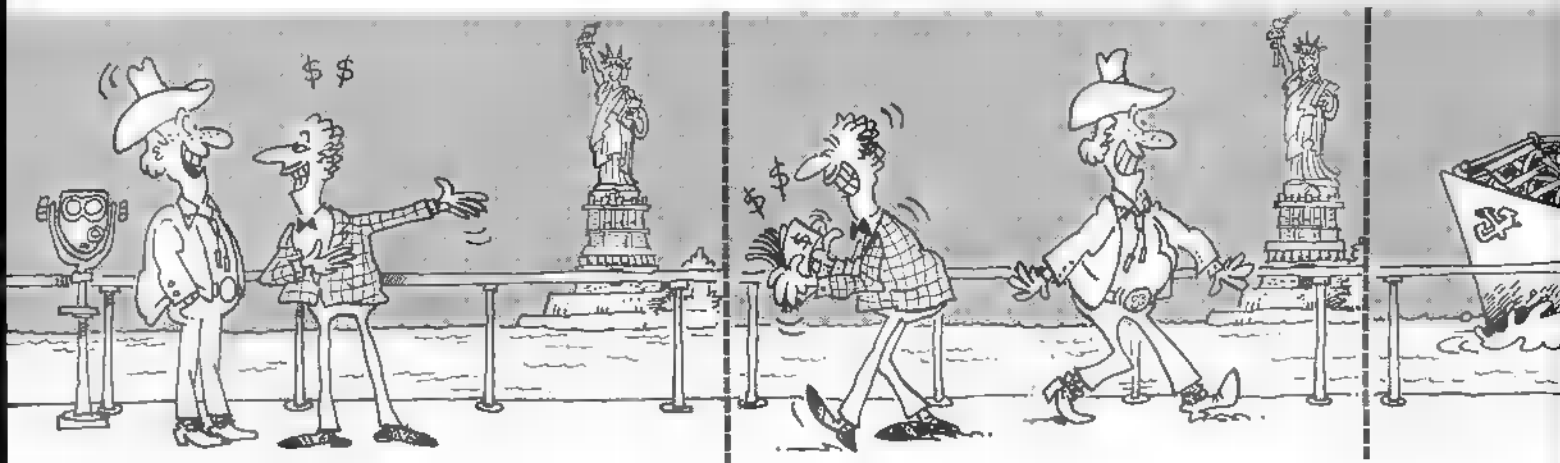
a) Issue-oriented talk shows **MAY NOT** have more than one (1) show per month on the topic of "Obese Lesbian Surrogate Mothers." b) Talk show hosts are limited to interrupting their guests a **MAXIMUM** of one (1) time per sentence.

THE PRINCIPAL RULE

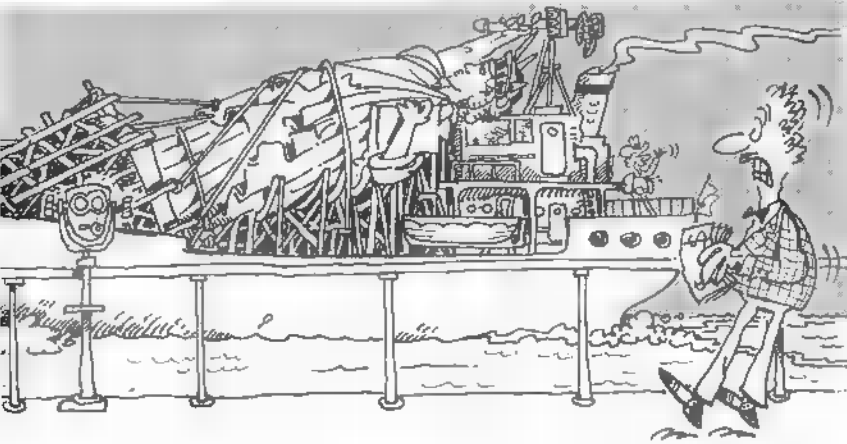
Purveyors of exercise work-out books, records or videotapes **MUST** possess some qualification to do so, **OTHER THAN** "looking good in a pair of tights."



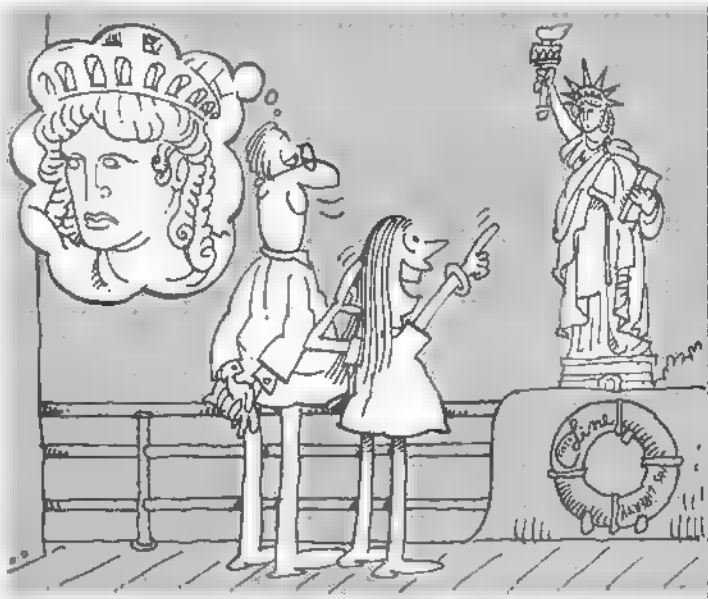
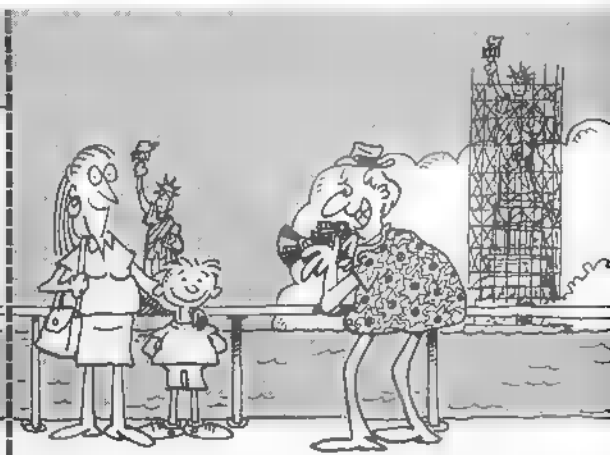
A MAD LOOK AT



MS. LIBERTY

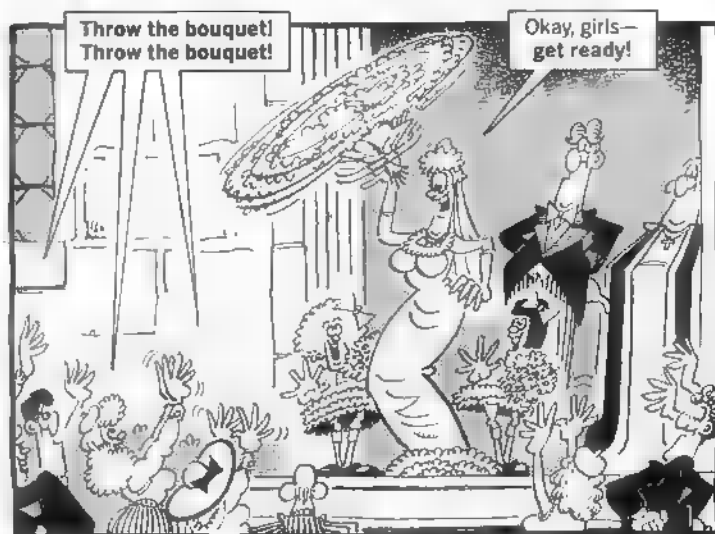


ARTIST AND WRITER: SERGIO ARAGONES



AT THE WEDDING OF FRED HEMMES

CHEF, CATERER, AND MEMBER OF THE NATIONAL RIFLE ASSOCIATION



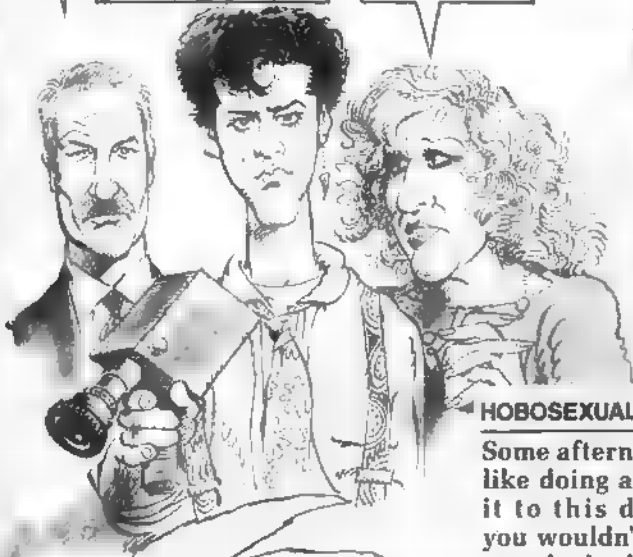
ARTIST: DON MARTIN WRITERS: CHARLIE KADAU AND JOE RAIOLA

What's the matter with our son?

He saw Jerry making love to the maid and now he's jealous.

He wishes he was Jerry?

We should be so lucky! He wishes he was the maid!



HOBOSexual DEPT.

Some afternoon when your brain doesn't feel like doing anything, you might want to take it to this dopey flick. It's about people you wouldn't want to know who get to know somebody else you wouldn't want to know. So settle back and don't pay any attention to the

This is some family! The only one who shows anything remotely like an understandable human emotion is the dog!

Whose leg do you have to rub up and down against to get out of this picture?



WRITER: STAN HART

ARTIST: MORT DRUCKER

CLOWN AND LOU IN



I understand in this film Bette Midler plays a brash, loudmouthed Yenta.

You mean it's a documentary?

Now that's what I call exploitation!

PARKING

Multiplex THEATRE

ROCKY in BEVERLY HILLS

BEVERLY HILLS RAMBO

BEVERLY HILLS POLICE ACADEMY

Friday the 13th in BEVERLY HILLS

BEVERLY HILLS SUPERMAN

BEVERLY HILLS Cop XXIV



MORT DRUCKER

CARITTA

My dog
ran away!
My dog
ran away!
Sob! Sob!

Mommy
is that
a bag
person?

No, darling. In
Beverly Hills,
bag people carry
Gucci bags.

Can we take that
poor man home?
He could stay
in our backyard.

What on
earth would
we do
with him?

Couldn't
we use
him as
fertilizer?

I feel very
amorous tonight!

Like what?

Stop! Can't you see
I'm busy thinking
about something?!

Like a new excuse
why not to go to
bed with you!

CLOSE
ENCOUNTERS
OF THE
WORST KIND.

Something is wrong! I'm a millionaire, but I've
nothing to show for it! What's worse, I've got a
wife who's a sucker for every new fad. She says
when one meditates, one's spirit is freed to go
where it wants to go. Her spirit goes shopping!

My
daughter
won't
eat...

Daddy! That's
just not so!
See, I'm eating
a Ritz cracker!

Good darling! Just
don't ruin your ap-
petite for dinner!

This
is
dinner!

ANNA
RITZ
SICK

My son, I don't even want to talk about! He's the
only boy in his gym class who wears a training
bra! Maybe I've done something wrong... Hmm...
nah! I've got to find some activity around the
house that will take my mind off my troubles!

I think I
found it!

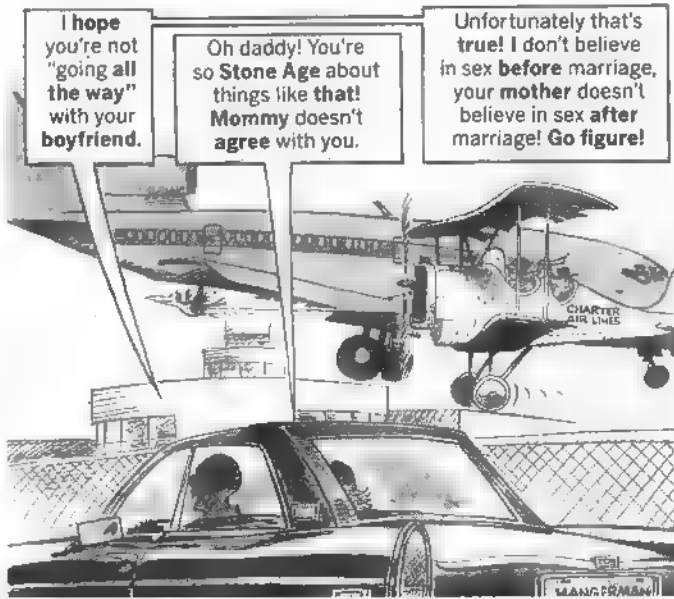
CAPITALISM
GO
HOME!

UNDERCOVER
FOREIGN
AFFAIRS

BOYS
WHO
WHINE
BECOME
GROWN
MEN.
ANNON.

FUNERAL HOME

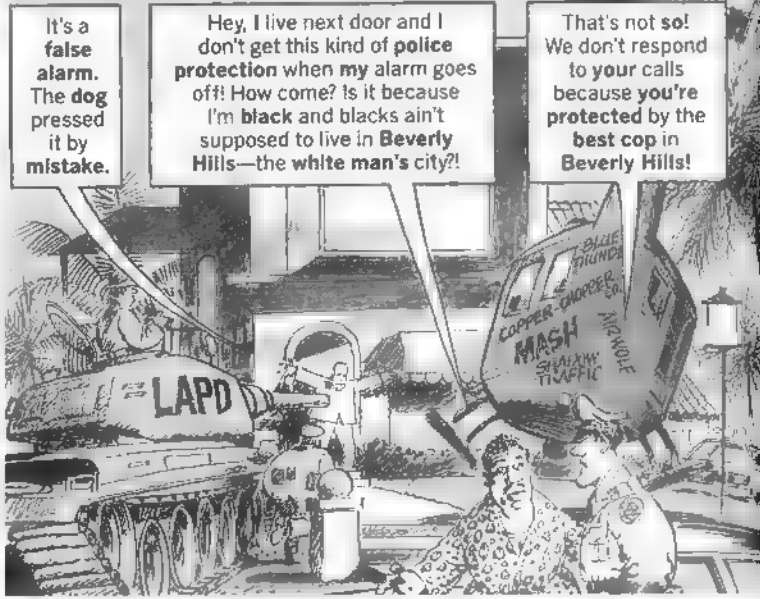
RESTAURANT



I hope you're not "going all the way" with your boyfriend.

Oh daddy! You're so Stone Age about things like that! Mommy doesn't agree with you.

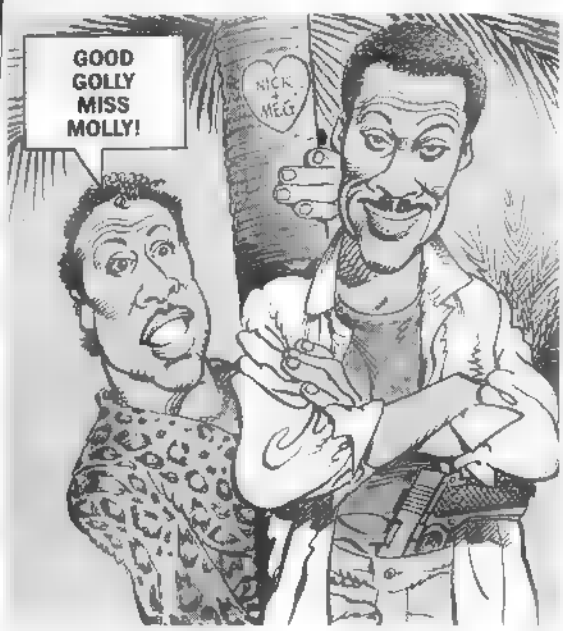
Unfortunately that's true! I don't believe in sex before marriage, your mother doesn't believe in sex after marriage! Go figure!



It's a false alarm. The dog pressed it by mistake.

Hey, I live next door and I don't get this kind of police protection when my alarm goes off! How come? Is it because I'm black and blacks ain't supposed to live in Beverly Hills—the white man's city?!

That's not so! We don't respond to your calls because you're protected by the best cop in Beverly Hills!



GOOD GOLLY MISS MOLLY!

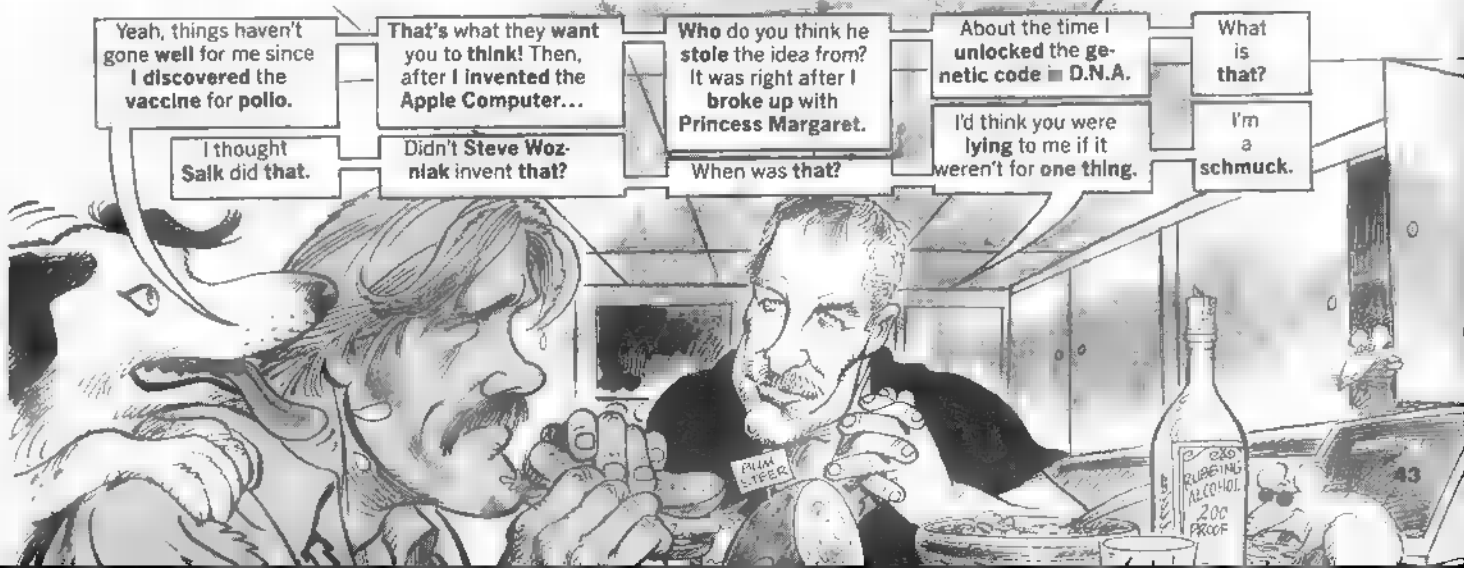


Did you see someone jump in?

Yes. A dirty, filthy bum! He's going to leave some ring around our pool!

He's trying to kill himself in there!!

Get him out! If he wants to commit suicide, let him flush himself to death in our toilet!



Yeah, things haven't gone well for me since I discovered the vaccine for polio.

I thought Salk did that.

That's what they want you to think! Then, after I invented the Apple Computer...

Didn't Steve Wozniak invent that?

Who do you think he stole the idea from? It was right after I broke up with Princess Margaret.

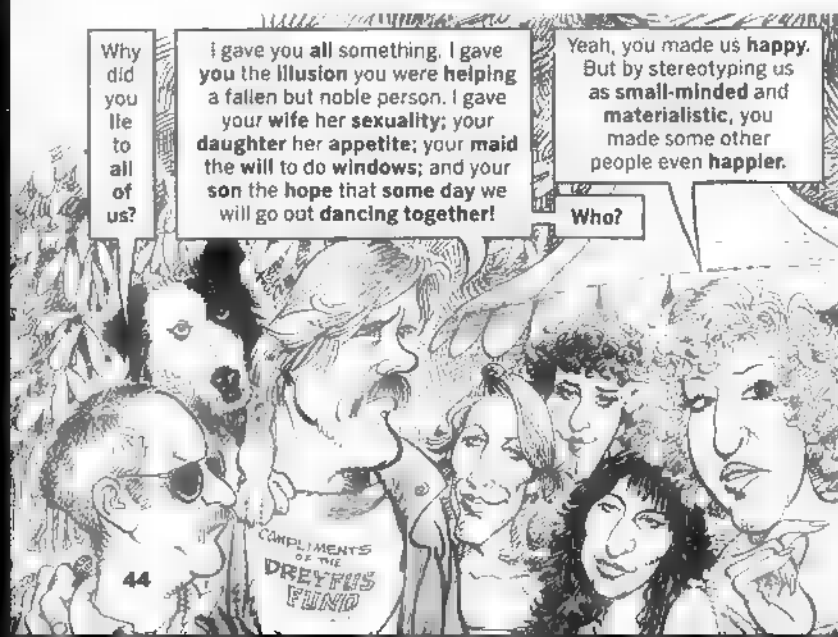
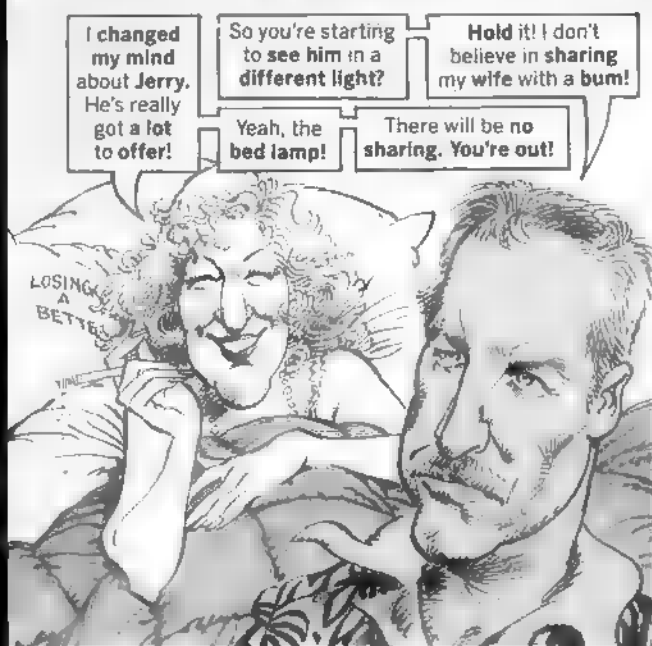
When was that?

About the time I unlocked the genetic code — D.N.A.

I'd think you were lying to me if it weren't for one thing.

What is that?

I'm a schmuck.



**SUPERMAN COULD BE AN
X-RAY TECHNICIAN...**



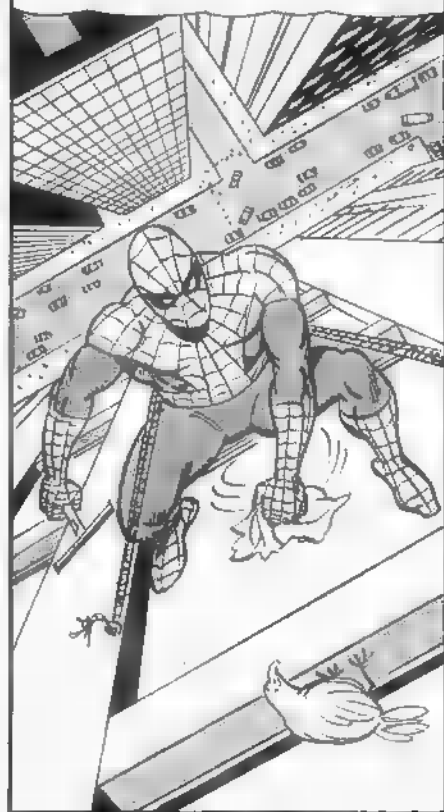
IF SUPER- HEROES NEEDED EXTRA MONEY

**THE HULK COULD WORK
FOR A CHEF...**



ARTIST: ANGELO TORRES WRITER: BOB SUPINA

**SPIDER-MAN COULD ■
A WINDOW WASHER...**



**THE FLASH COULD DELIVER
PIZZAS...**



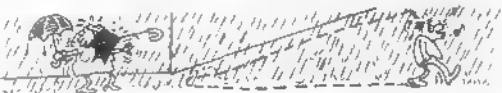
**THE HUMAN TORCH COULD
WORK AT A SUMMER CAMP...**



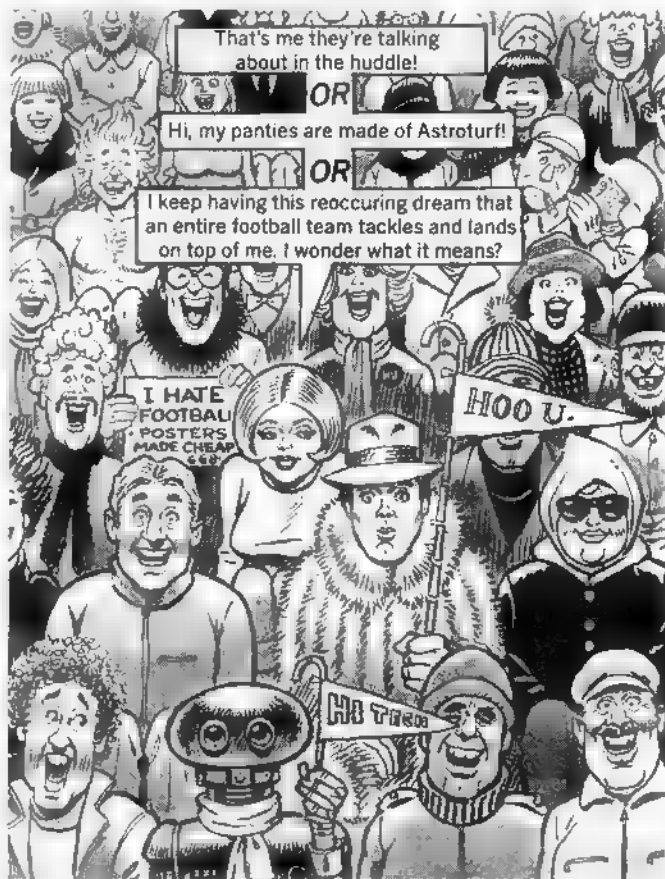
WOMEN'S GLIB DEPT.

Back in MAD #234, we gave guys hints on "How To Pick Up Girls." Our mail response showed that liberated women of today want equal time when it comes to learning pick-up lines guaranteed to impress great hunks. So, ladies (and, ahem, certain gentlemen) we now present the following batch of ice-breakers. Your guide to...

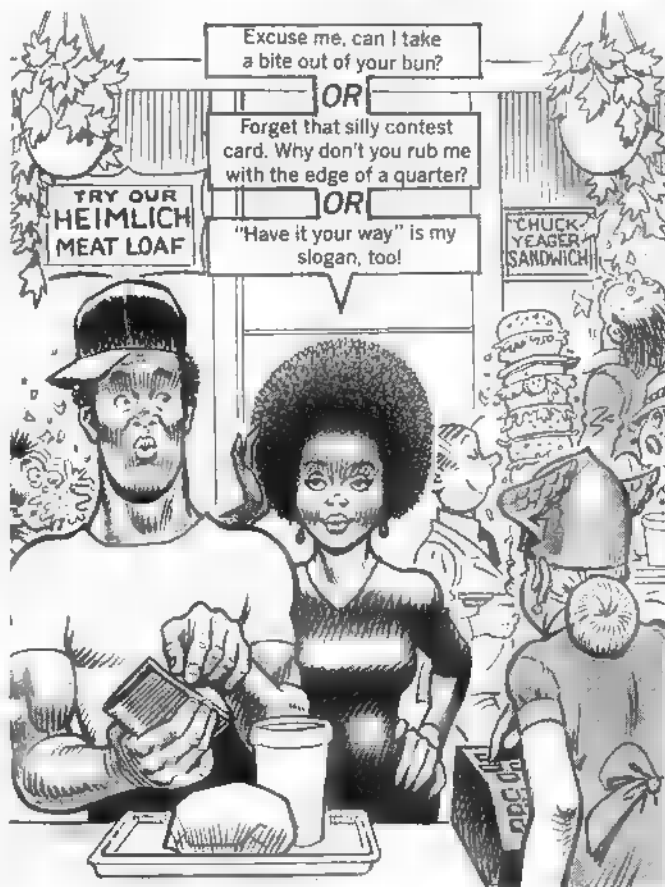
HOW TO PICK UP GUYS



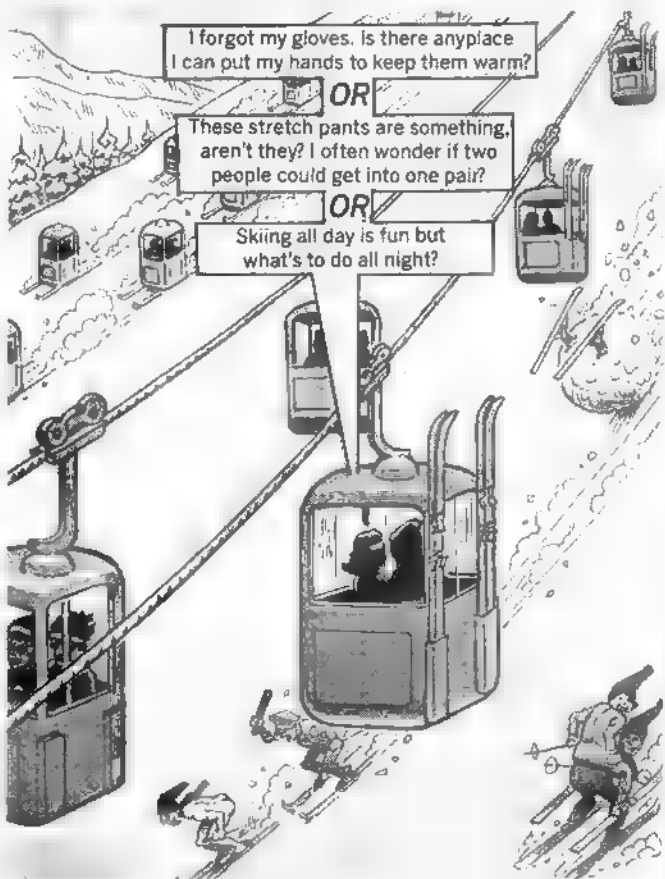
AT A FOOTBALL GAME



AT A FAST FOOD HANGOUT



AT A SKI RESORT

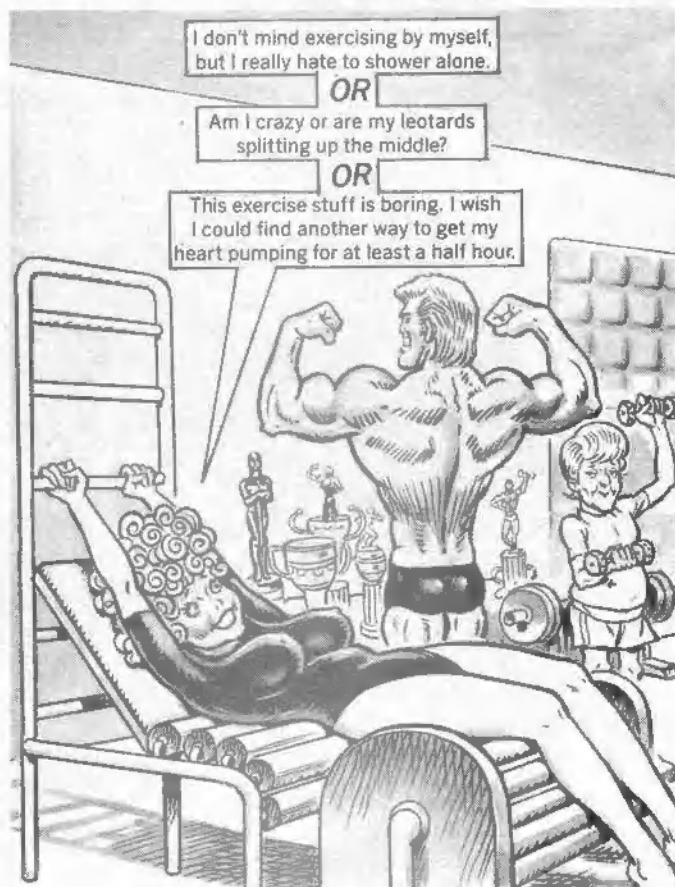


AT A PERSONAL COMPUTER STORE



ARTISTS: WILL ELDER AND HARVEY KURTZMAN

AT A HEALTH CLUB



WRITER: ARNIE KOGEN

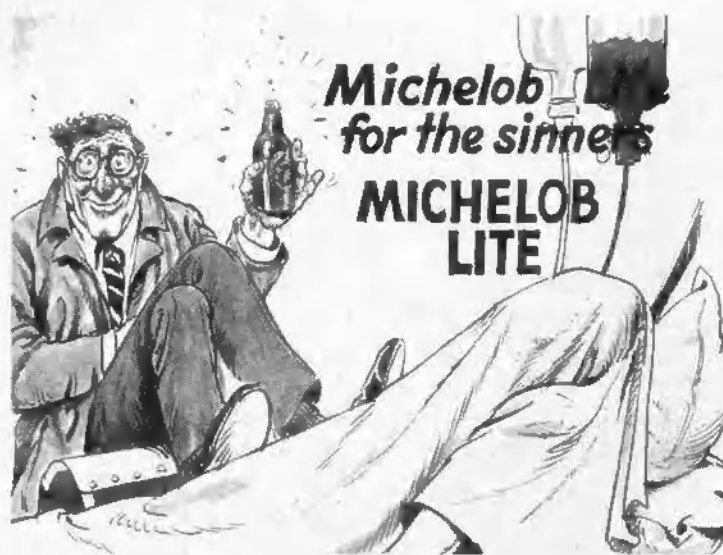
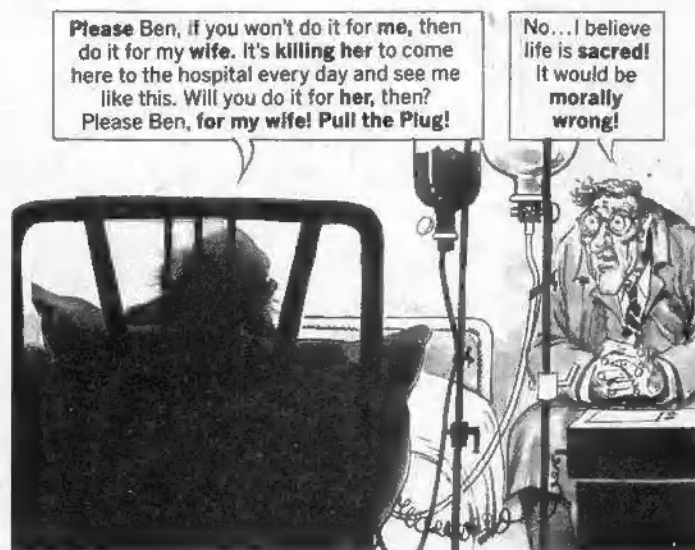
AT A SUPERMARKET



AT A BOOKSTORE



AT THE BEDSIDE, PART II



▶B

